Dear Dexter Morph Stakeholder,

We are pleased to share with you today the results of Dexter’s career for this past year. Dexter’s business philosophy is to stay true to himself and continue to provide a unique style of music as an art form and a way to express himself rather than just doing it for the money. He does it for the passion of music and will not sell himself out to anyone because he has such strong beliefs for what he is doing. He is dedicated to his fans and hopes to bring them new and exciting ways to listening to music, which he has done so over this past year.

 Throughout the year there have been challenges, opportunities, and of course successes. This year’s challenges have involved our position online on social networking cites such as our Twitter page. The main challenge is getting dedicated followers, which is a problem that can easily be fixed. With this challenge comes an opportunity. We can take this challenge to push ourselves to really promote Dexter and reach out to his fans in a way that has never been done before. Since there is currently not a lot to go off of, we have the opportunity to completely revamp all of the social networking websites such as the Twitter page, Facebook page, Myspace page, and the website for his music. Each site can get a major make-over, allowing them to be more user friendly and providing more applicable news about recent updates on his career and his current developments with his music. We would really love to hear from you what the best way is to reach you in a way that inspires, entertains, and encourages you to share.

 Another challenge has been reaching fans outside of Second Life which somewhat goes along with the social networking challenge. Once those sites are revamped and more user-friendly we will be able to branch out to a wider range of people. To fix this challenge we will continue to book live performances in local venues so he can have the opportunity to really interact with his fans and reach out to those who do not participate in Second Life.

This year looks very promising for Dexter. He recently released his first music video, “Timeless,” which displayed a mixture of reality and the virtual world. This video is the first of his Visorguy series. The song has also been released on iTunes and its popularity ratings are at a 100 percent which is very exciting. Both of these new developments show a lot of potential for Dexter’s career and demonstrate that he is going in the right direction. Other upcoming events he has are radio interviews, a national TV viewing, and his first ever live Visorguy show. All of these upcoming events make us very enthusiastic about Dexter and shows that his hard work is really paying off.

The vision for this coming year is to make a bigger presence on Facebook and Twitter to promote the music as well as branch out of the Second Life comfort zone. Dexter will still continue to keep in touch with his fans from Second Life and continue to do regular shows, but he will also focus more on live performances to branch out of his norm. This will create a larger fan base as well as give a new spin to his virtual alter-ego “The Visorguy.” By gathering more fans on these two social networks he will be able to get the word out about his projects as well as have the opportunity to be shared with a large audience. By becoming more prominent online, we will see a rise in sales as well as traffic in the website and a higher attendance at concerts.

Thank you for the continuous support you have had for Dexter and his music. Without you, none of this would be possible. We hope you are as enthusiastic about his current developments as we are. We look forwards to what the future holds for Dexter and his career.

Sincerely,

Sarah Brown

Chairman of the Board