



PlayMaker CRM, Inc.
111 Southeast Parkway Court
Franklin, TN 37064

July 22, 2013

Rick Apple
150 2nd Ave. North, Suite 415
Nashville, TN 37201

Dear Mr. Apple:

Pursuant to the Note Purchase Agreement entered into as of July 19th, 2013, by and among PlayMaker CRM, Inc., a Tennessee corporation, and certain investors, Council and Enhanced Tennessee Fund, LLC has purchased a note convertible into equity in PlayMaker CRM, Inc. for \$1,125,000.

As of the date of investment the total number of employees was 23, and the combined number of women and minority employees was 8.

Thank you,

A handwritten signature in black ink that reads "Judy Bishop".

Judy Bishop
CEO