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VIRTUAL MARKETING STRATEGIES, INC.

Top Hat Plan Statement

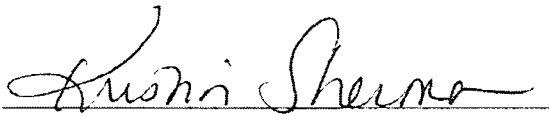
Virtual Marketing Strategies, Inc. ("VMS") has adopted the VMS Long Term Incentive Plan ("Plan"), which constitutes an unfunded deferred compensation plan maintained primarily for the purpose of providing benefits for a select group of management or highly compensated employees. VMS' current address and EIN are:

Virtual Marketing Strategies, Inc.
501 Pennsylvania Parkway, Suite 100
Indianapolis, IN 46280
EIN: 35-1949432

VMS maintains this Plan for the purpose of providing deferred compensation to a select group of management or highly compensated employees. The top hat plan that is the subject of this filing currently benefits three employees.

VIRTUAL MARKETING STRATEGIES, INC.

Date: 4/15/17

By: 
(Signature)

Kristin Sherman
(Printed)

CFO
(Title)

EGSA/PUBLIC DISCLOSURE
2017 MAY - 1 AM 11:28

VIRTUAL MARKETING STRATEGIES, INC.

Top Hat Plan Statement

Virtual Marketing Strategies, Inc. ("VMS") has adopted the VMS 2017 Supplemental Incentive Plan ("Plan"), which constitutes an unfunded deferred compensation plan maintained primarily for the purpose of providing benefits for a select group of management or highly compensated employees. VMS' current address and EIN are:

Virtual Marketing Strategies, Inc.
501 Pennsylvania Parkway, Suite 100
Indianapolis, IN 46280
EIN: 35-1949432

VMS maintains this Plan for the purpose of providing deferred compensation to a select group of management or highly compensated employees. The top hat plan that is the subject of this filing currently benefits one employee.

VIRTUAL MARKETING STRATEGIES, INC.

Date: _____

4/15/17

By: _____

Kristin Sherman
(Signature)

Kristin Sherman _____
(Printed)

CFO _____

(Title)

Michael J. MacLean
Attorney At Law
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Faegre Baker Daniels LLP
300 North Meridian Street ▾ Suite 2700
Indianapolis ▾ Indiana 46204-1750
Phone **+1 317 237 0300**
Fax **+1 317 237 1000**

April 25, 2017

BY CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Top Hat Plan Exemption
Employee Benefits Security Administration
Room N-1513
U.S. Department of Labor
200 Constitution Avenue, NW
Washington, DC 20210

EBSA/PUBLIC DISCLOSURE
2017 MAY - 1 AM 11:28

Re: Top Hat Plan Statement

Dear Sir or Madam:

Enclosed on behalf of Virtual Marketing Strategies, Inc. ("VMS") are two Top Hat Plan Statements for non-qualified deferred compensation plans maintained by VMS. One Statement is for the VMS Long-Term Incentive Plan and one is for the VMS 2017 Supplemental Incentive Plan. The statements are submitted pursuant to Labor Regulation § 2520.104-23.

Sincerely,



Michael J. MacLean

Enc.

cc: Kristin Sherman (w/enc.)

CERTIFIED MAIL®



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10/10/2014 10:10:10 AM

**FAEGRE BAKER
DANIELS**

FAEGRE BAKER DANIELS LLP, 300 N. MERIDIAN STREET, SUITE 2700, INDIANAPOLIS, IN 46204-1750

Faegre Baker Daniels LLP
300 N. Meridian Street • Suite 2700
Indianapolis • Indiana 46204-1750

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

**TOP HAT PLAN EXEMPTION
EMPLOYEE BENEFITS SECURITY ADMINISTRATION
U.S. DEPARTMENT OF LABOR
200 CONSTITUTION AVENUE, NW, ROOM N-1513
WASHINGTON, DC 20210**