September 17, 1997

Dear Colleague:

As you know, we are introducing a sales and service culture within the Consumer bank. This is a giant leap forward in our ongoing business evolution and we are committed to becoming a company dedicated to sales and service.

I'm very excited to introduce our new Sales and Service Culture Program to you. We've engaged the consulting group of Cohen Brown Management to assist us in the preparation of motivational training materials, so that we can inspire a strong, ongoing sales and service culture in our branches. Cohen Brown's techniques have been very successful for other financial institutions, and we are making every effort to see to it that we produce similar positive results. The results we expect to achieve are:

* increased retention of customers
* increased revenue, and
* increased referrals as a direct result of customer service satisfaction.

In this informational packet, you'll be receiving:

1) an introductory videotape featuring overviews of Sales and Service Culture by Bernadette Arias, Dr. Marty Cohen, and Catherine Tassoulas. Please share this videotape with your branch staff to tell them about this exciting process and generate enthusiasm for achieving our objectives;

2) a cassette tape of a motivational lecture by Dr. Marty Cohen entitled, "Developing a Dynamic and Profitable Sales Culture";

3) brief descriptions of the training courses you and your staff will be participating in;

4) your own authentic, honest-to-gosh pointer (collapsible and with a convenient pocket clip), perfect for your branch presentations, to help you point out the greener path to success (which, as you know, is paved with sales and service); and

5) a U.S. Banker article on Cohen Brown and its promotion of Sales and Service Culture among financial institutions.

To help you better understand what we plan to accomplish with the Sales and Service Culture initiative, I am pleased to present our Mission statement and Goals.

**Our Mission**

To establish GreenPoint as a financial services provider with a strong sales and service culture that will grow the business by meeting customer needs, attracting new customers and increasing value to our shareholders.

**Our Goals**

* To create a Sales and Service Culture that grows the business by meeting customer needs and attracting new customers;
* To make our Bank as competitive as possible in the New York Consumer Banking arena;
* To attain the highest excellence in customer satisfaction and service delivery; and
* To supply our staff with superb training and continuous moral support.

I know that after experiencing this presentation, you will share my enthusiasm, and you will know that senior management is fully committed to this program and will support you every step of the way.

I'm very enthusiastic about this program, the management team is enthusiastic, and I hope that you will join in our enthusiasm after you review the presentation. This is a team effort. We are all part of the team and I personally look forward to working with you to achieve our objectives.

Sincerely yours,

Bernadette Arias

Executive Vice President

Consumer Banking Division