

Addiscott & Associates Pty Ltd trading as



12th July 2004

Paul Curtis
Edensilk Pty Ltd
PO Box 141
MAYLANDS WA 6051

Dear Paul,

APPOINTMENT OF EDENSILK

We refer to our conversation a few days ago and are more than happy to confirm why we appointed Edensilk as our marketing resource.

Over twenty years in food manufacture and business consulting has taught us to be cautious when it comes to selection of outside resources. We had been looking for a marketing agency with which we were entirely comfortable for some time and it was only after two or three years of searching and networking that we identified Edensilk as the right resource for us. Your regular monthly e-newsletters gave us excellent insight into the range of competencies that Edensilk has to offer and our initial personal encounters have confirmed to me that we can work together. We have also been re-assured that the business development agenda which we shall tackle together will be set by our particular needs and not some generic marketing strategy based on text-book management techniques.

We are happy to relate that our experience of Edensilk to date has confirmed, absolutely, the wisdom of your appointment. Apart from your own obvious expertise, access to your wide range of contacts had helped us grow several of our marketing related projects and we have much greater confidence in the practical verbal advice which you have given us based on your own experience than we would have if that advice had come in an, appropriately edited, no doubt, "one-size fits all" written document straight from a word processor.

We have exciting plans for our immediate future, as you know, and we feel very confident that, with your help, we shall not only make them happen but also succeed beyond our original objectives and expectations.

Best regards

Yours sincerely

TONY ADDISCOTT
DIRECTOR