

ELLE DECORATION

To: Whom it may concern

Date: 18 August 2008

RE: Reference letter regarding Experimental Products & Designs

Armin Hahnewald and Joachim Kaehny of EPD were involved in Elle Decoration's stand at the Decorex Expo held in Cape Town as well as in Johannesburg. Elle Deco's aim at these expos was to interact with our readers and to sell subscriptions.

EPD was briefed to train the 8 students for each of these events – prior to actual expo. The set objectives were to give the students a crash course in direct selling, to familiarise them with our product and to motivate them to achieve the set sales targets.

EPD delivered on all of these objectives. We received very positive feedback from readers attending the expo who had contact with the students in our stands. They commented on the friendly, professional and efficient sales people at our stand.

Based on the excellent sales figures Elle Decoration achieved at the Cape Town Decorex expo, we made use of EPD's services again for the JHB expo.

I can strongly recommend them and will definitely make use of their services again in future.

Kind regards,

Jacelize du Preez

Marketing Manager : Elle Decoration South Africa

Tel: 021 – 488 1979

083 277 3420