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To Whom It May Concern

Hamish Chadwick has been working with us for over two years now on modernising the look of our Company's Retail image.

The new brand strategy involved box design and labels for packaging of our finished products.

He also developed new names and a new name structure for our ranges of reels and logos to go with the new names. He developed brand names for our Series of fishing reels and then designed logos for each of the new names.

Hamish also developed point-of-sale tags and shelf talkers to go with each fishing reel to inform customers of the attributes of each model. It was a big job involving approximately 35 products. The marketplace has well accepted the new brand names. We are pleased with these results.

He also threw himself wholeheartedly into the project and seriously started fishing with our products so he could fully understand the differences and benefits of fishing with our style of fishing reel, which is unique in the World.

He also developed some advertising campaigns as well to promote the uniqueness of our products. All our Retail customers loved the work Hamish did for their in-store displays.

Hamish also worked with our Salespeople on improving web-based promotions and general web activity. Hamish was very easy to work with, and his services provided were good value for money.

We are now about to start a joint business venture with a new partner and we will be using Hamish as we move forward with this business activity.

Please do not hesitate to contact Glenn Alvey or myself if you require further information.

Regards

Bruce J. Alvey

Alvey Reels Australia