



To whom it may concern:

Our product Icelandic glacial is new to the Canadian market and as a new entrant we are always looking for new and innovative ways to market and advertise our products.

I contacted 24kmobile.tv in July about using their trucks to advertise in major markets in Canada.

Mr. Stewart and Mr. Finnson have been great to work with and they certainly gone above and beyond in helping us raise the awareness of our product.

I agreed to do a 12 week test and was blown away at the response I received from the public in Alberta.

The staff at 24k has involved us in other activity to include doing sampling of the water at the Edmonton Ski show in Oct and again the response from the public was great!

We will certainly be using the 24kmobile.tv advertising trucks as part of our marketing strategy going forward.

I look forward to working with the good people of 24kmobile.tv in 2008 and beyond.

A handwritten signature in blue ink, appearing to read "Kristjan Olafsson", is written over a faint, dotted-line signature strip.

Kristjan Olafsson
Vice President, General Manger - Icelandic Glacial
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