



BALFOUR International

Attn: Joanna Gray

Dear Joanna,

I want to extend my thanks to you and the Balfour team for a job well done.

Balfour put together the Jockey 3D advertisements faster than I ever expected and the results were brilliant. Jockey purchased two spots; one of them for our 3D-Innovations line and another for Jockey Sport. Balfour was able to create two very distinct advertisements that highlight the key attributes of both collections each in a very creative way.

In April I was in Sao Paulo and visited the Cidade Jardim Mall to see the results. I was impressed. The monitors are strategically placed throughout the mall near elevators, stairs and walkways. I noticed the elevators in the mall are quite slow and this led the shoppers to watch the Balfour 3D monitors. The creativity of the ads and the unique 3D technology has a domino effect on passersby. As one person starts to watch the monitors everybody else tends to do the same. The high visual appeal of the 3D technology led shoppers to watch the ads more closely and linger to view multiple ads. This was great to see.

We feel that the Balfour 3D advertisements and the Cidade Jardim Mall provides the perfect medium and venue and to build Jockey brand awareness with our target consumer in this key strategic market.

Sincerely,

[Redacted Signature]

[Redacted Contact Information]