



October 1, 2009

To Whom It May Concern:

Initiative G2, formerly Initiative G has provided services for our market since December of 2007. Initiative G brought us a Hispanic concept called ConserVerde. This concept was designed to raise awareness and educate Hispanics about the importance of conserving energy, recycling and conserving water.

We launched the concept in our market of Laredo, Texas, where the Hispanic population tops 90%. The word ConserVerde struck a chord with our listeners. We found that when using ConserVerde the message became very clear. People related to it and understood it.

Our experience with the management of Initiative G2 has been exceptional. They have a deep understanding of the Hispanic Market, they are creative, responsive to our needs and deliver on time!

If I can offer any additional information or reference please feel free to contact me.

Regards,

A handwritten signature in blue ink, appearing to read 'Miguel A. Villarreal, Jr.', is written over a horizontal line. The signature is stylized and somewhat cursive.

Miguel A Villarreal, Jr.
Vice President