



DATE: January 31, 2005

TO: Current and Prospective Affiliated Foods Midwest (AFMC) Floral Vendors

FROM: Lisa Gerdes; Floral Buyer, AFMC
lgerdes@afmidwest.com

RE: Welcome TotalFloral to the AFMC Floral Team

I have some important information to share with you.

AFMC and our trading partners have worked hard to establish a leading floral program for our members. Thank you for your contributions to this effort. Moving forward, as we strive to elevate our program to the next level, it will be necessary to continually introduce innovative products, assure quality, streamline logistics, and improve operations. This letter is to notify you that effective immediately, the AFMC Floral Team will be utilizing the services of TotalFloral to assist in this effort. Let me explain TotalFloral's role and how I would like you to work with them.

The Role of TotalFloral

TotalFloral will be working under my direction to coordinate all facets of our floral program. Central to their role, TotalFloral will act as AFMC's agent to procure product, conduct in-field inspections, coordinate logistics, and to qualify new products and suppliers.

Working with TotalFloral

Beginning April 3, 2005, with the exception of existing pre-books and other rare instances, all AFMC floral purchase orders will be routed to TotalFloral for vendor assignment. TotalFloral will be purchasing the products from you and will be coordinating the logistics of delivery to our warehouse. Please direct all future inquiries and solicitations in this category to TotalFloral. These new opportunities will be presented to our Floral Team on a regular basis. By adhering to this request, I will have the necessary time to focus on strategic initiatives designed to maximize the growth of AFMC Floral Program.

Team TotalFloral will be contacting you in the near future to introduce themselves, explain the details of the AFMC / TotalFloral relationship, establish credit terms with your company, and to plan future business activities. Please consider Team TotalFloral to be an extension of my office and extend them the same courtesy you would any of our staff.

We are excited to have TotalFloral aboard as we continue our journey toward floral excellence. Thank you in advance for your cooperation and for welcoming TotalFloral to the AFMC Floral Team.

Please feel free to contact me if you have any questions or need additional information.