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October 29, 2004

Mr. Chris Buss
TotalFloral
19800 SW 272 Street
Homestead, FL 33031

Dear Chris,

I would like to personally thank you for being a part of the IGA Coca-Cola Institute faculty during our Second Supermarket Operations Class. The evaluations received made us very proud of what was achieved. Your section of this program was meaningful in making it a memorable event. Together with your support in this program, we are striving to develop a center for excellence in food retailing for our entrepreneurs worldwide, and we hope that with the blend of classroom and state-of-the-art web based training, we can make a significant contribution to our supermarket operations.

Our next 2005 Supermarket Operations Class will be held in the Hamburger University at McDonald's Campus from April 17th through the 22nd. We look forward to seeing you then! For more information about the next session, go to www.igainstitute.com

Thank you for your contribution!

Sincerely,

A handwritten signature in black ink, appearing to read "P. Goelzer". The signature is fluid and cursive, with a large initial "P" and a long, sweeping underline.

Paulo Goelzer, Ph. D.