



DATE: December 23, 2004

TO: **Potted Blooming and Foliage Supplier Community**

FROM: **Chris Buss** President, TotalFloral, LLC.

Cc: **Danny Setteducati** Floral Manager, Wakefern

Lauren Griffin Business Development Manager, Wakefern

RE: **Wakefern – TotalFloral Announcement**

I am proud to announce the Wakefern / ShopRite organization has retained the services of TotalFloral to manage and grow their potted blooming and foliage categories.

As many of you know, Wakefern has a large and sophisticated floral program. I view this as both a great challenge and a great opportunity for TotalFloral and our trading partners. Here is some information I hope you find helpful.

In the coming months I will be working to create a dynamic team to service the Wakefern Client. Our point person serving Wakefern is Lauren Griffin. She is TotalFloral's Corporate Business Development Manager responsible for growing this segment of Wakefern's business. She will be working both inside the client facility and from her home. In addition, TotalFloral intends to hire a buyer to procure and coordinate products. Until this resource is onboard, I will be responsible for those duties.

With the spring selling season upon us it is imperative that you quickly organize your internal operations to work through TotalFloral on the Wakefern Account. Please forward any pricing / availability you had previously sent to Wakefern for our review. In addition, please include any confirmed pre-bookings you have. If you have a re-cap of your business with Wakefern during 2004 it would be certainly be beneficial to include as well.

Although difficult to convey on paper, I want to alleviate any concerns you may have about the emerging TotalFloral – Wakefern relationship. Our goal is to grow the business and expand opportunities for you and the client. For those who have not been our regular trading partners, TotalFloral serves many clients. Working with our company will open the door to the rest of our client base. As a service company, we simply could not exist without support from the vendor community. That means paying bills on time, having integrity, and being easy to do business with. I don't expect you to take this on faith. Talk to people who work with us. Be open minded and objective. Let us demonstrate our commitment to being solid trading partners. I firmly believe that together we can sell more floral!

The Wakefern – TotalFloral relationship will be an exciting and prosperous one for all that choose to actively participate in it. I look forward to working with each of you on this program. More operational and procedural details will naturally be forth coming in the weeks ahead. I will keep you fully informed as information is gathered. If you have any immediate questions, please give me a call at 877-696-4200 x23.

Thank you for your time and interest.