



July 15, 2003

Dear Prospective Clients of TotalFloral,

As Vice President of Produce at Fleming it has been my responsibility to develop a floral program for a company with a national footprint. Early on, it was clear to me that our company had neither the resources nor the expertise in floral to accomplish our corporate goals. I needed a solution to a tough problem.

To my benefit, I was made aware of TotalFloral. After a lengthy review of TotalFloral's program by the management teams of both Fleming and our largest customer, Kmart, we collectively agreed that TotalFloral offered solutions to the problems we faced.

As our exclusive floral partner, TotalFloral was responsible for managing all aspects of our program. Activities included: item selection, pricing, procurement, field training, and administration. In addition, key resources were provided to drive floral sales, enabling us to double our program. TotalFloral's efforts brought legitimacy, professionalism, and tangible results to the floral category at Fleming. In reviewing TotalFloral's performance, I can truly say that we made the right decision to utilize their services. For Fleming, the TotalFloral model provided a resource efficient way for us to quickly and professionally grow our floral program.

With my positive experience with TotalFloral in mind, and considering the resource-starved environment in which most companies operate, I believe many companies would benefit from their unique blend of products and services. I would highly recommend TotalFloral to those companies needing to advance their floral program.

Contact me at 972-906-8201 if you care to further discuss TotalFloral's performance at Fleming.

Sincerely,

A handwritten signature in black ink, appearing to read "Harry Morford", written over a light grey rectangular background.

Harry Morford  
V.P. Produce, Fleming Company