



Fair Cape Farming (Pty) Ltd

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TO WHOM IT MAY CONCERN:

In my position as General Manager of the 35050 brand under the iTouch stable (a mobile entertainment and information distribution corporate), I contracted Dorian in 2005 to provide a total strategic overview and review of the brand.

The brand had been an overnight sensation. However, after the initial novelty of the product began to wear off, the industry began a downturn and a clear strategic re-think and re-positioning was required.

We initially hired Dorian with a relatively narrow view of what was required to re-launch the 35050 Brand. His professional and mature approach however, provided a more holistic perspective which persuaded us to properly interrogate the market, allowing the market itself to objectively inform us what the key problems were and what the solutions should be, instead of allowing too much subjectivity to intervene. I have many times, in the following years, heard myself repeating Dorian's oft-used refrain "As consultants we should not make the decision, we should merely facilitate the process and allow the market to tell us what it requires."

I have never encountered such thorough preparation for any project during my career and by the time we started the research, Dorian had ensured that we had every base covered. All insight questions were asked in the correct manner so as to ensure no level of bias would skew any answers.

Unsurprisingly, the level of insight we received from the market was supreme, allowing us far wider and deeper penetration into this market which, previously, we believed we knew so well. The classic insights that were unveiled were strategically critical, which we had never before encountered.

The next stages of his proposal, the crafting and executing of his actual strategy based on the now completed research were ready to be executed, but were, unfortunately cancelled at the last

moment due to only the myopia of one member of upper management for his own reasons. These reasons subsequently turned out to be incorrect.

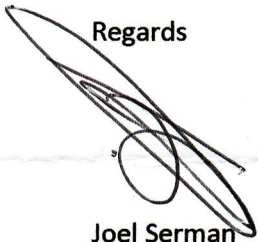
The subsequent demise of the 35050 Brand which would have been very successful had we continued with the project is further testament to Dorian's uncanny ability to pick out the gold from the garbage. Had we followed Dorian's path the brand would have continued its upward surge as has been proven by other similar brands in the market which have now, years later, seen the light and taken similar directions.

Dorian's real strength is his ability to talk strategy on a level few understand before meeting him. His grasp of the real, practical elements, as opposed to only the theoretical tools, which most marketers refer to, allows him to take a brand and breathe life into it – to create something living.

I see him now much more as a mentor, having seen how he works, than as a contractor or consultant. There is no doubt in my mind regarding the huge value he is able to add to any organisation he comes into contact with.

Should you have any further questions, please do not hesitate to contact me

Regards

A handwritten signature in black ink, appearing to read 'Joel Serman', written over a horizontal line.

Joel Serman

Former General Manager, 35050 Brand

iTouch

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