



March 3, 2008

To Whom It May Concern:

I have worked with Ilan Mandel for several months. I am the VP of Business Development of Essential Living Foods - a Santa Monica based company that imports and distributes the highest quality, ecologically sound organic commodities from around the globe. Ilan consulted with us on multiple fronts: project managing the completion and launch of a complex web portal for consumers with an integrated web store, working closely with our IT director, developing a complete and detailed marketing plan and budget for the following year, and he managed several small outsourced projects.

Ilan's methodical approach, his attention to detail, his knowledge and experience of running businesses and his pleasant and calm conduct, helped us achieve goals and results that were otherwise behind schedule. Ilan is consistent, highly professional and performed extremely well when it came to meeting deadlines. Ilan is a pleasure to work with, is a great communicator, works well with people and always fair in his perspective.

I would recommend Ilan and his company for any kind of IT project management, business & marketing analysis and strategizing, and general business consultation. He is a man of integrity and delivers excellent results.

With Respect,

A handwritten signature in black ink, appearing to read "Kipp L Stroden", written in a cursive style.

Kipp L Stroden
VP of Business Development
BeOn Holdings Inc. & Essential Living Foods
922 Colorado Ave.
Santa Monica, CA 90401
Phone: 310-319-1555 x107
Mobile: 310-908-3533
Fax: 310-919-2873
kipp@essentiallivingfoods.com