

November 21, 2000

To Whom It May Concern:

For more than four years, The Marketing House has been an important member of our business team. They have helped prepare creative and effective marketing strategies and "downstream" marketing programs for the promotion of new Basofil<sup>®</sup> heat and flame resistant fiber. We have used their services in many varied ways including direct mail, customer surveys, product positioning, copy writing, and advertising concepts to name just a few of the many services they have provided.

Their creativity and marketing expertise consistently produces excellent work, while remaining very cost-effective. They are real team players and we enjoy working with them in each of the many and very different markets that we serve. They bring a different point of view to our marketing discussions increasing the creativity and quality of the finished work.

The Marketing House continues to play a vital part in the Basofil success story. I highly recommend them to anyone facing a difficult marketing challenge.

Sincerely,

A handwritten signature in black ink, appearing to read 'Karen L. Johnson', with a long horizontal line extending to the right.

Karen L. Johnson  
Director Industrial Fibers