

June 28th 2010

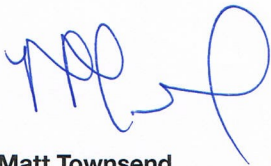
To whom it may concern,

We appointed Alchemy Business Development to work with us on a consultancy basis in early 2010. Over the course of the past few months, Frazer has provided his consultancy services to our company and has added considerable value in terms of strategic planning and the introduction of ideas and methods to help us to achieve our business goals.

Most notably he has helped develop our marketing and PR strategy, created operations manuals for our introducer network and helped build up our team of introducers. Simply by bringing his experience to the table and contributing to meetings he has also helped create ways for us to improve our business and the service we offer.

On a personal level, I have found Frazer to be professional and reliable in all our dealings.

Yours faithfully



Matt Townsend

Marketing Director