

# C E N T R A L T E L , I N C.

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July 16, 2012

To whom this may concern:

Jacob Elmaliah has been a trusted and admired associate of ours for many years. I first met Jacob under what should have been tense and difficult circumstances. My company owed his Employer a substantial amount of money for material that was ordered, received, and temporarily accepted. Unfortunately, our customer cancelled the order and we wanted to send it back.

Although Jacob was a very tough negotiator, his sense of humor and pragmatism won my heart and we were finally able to negotiate a solution and resolution to this very difficult situation. What made this most difficult was the fact that this particular product had been discontinued.

Shortly thereafter, Jacob was advanced to General Manager of the company which had now withdrawn its US presence. Jacob was in charge of the conversion of a few of the "dealers" into dealer/distributors, basically changing the entire distribution chain and system. Because of our appreciation of Jacob and his pragmatism we were comfortable and eventually became the West Coast distributor of the product. Above all, I was impressed with how quickly Jacob learned the product from a Marketing point of view. In fact, he was able to show this old dog some new tricks and concepts in the marketing of a product I had sold for thirty years.

The one trait that impressed me the most about Jacob was his trustworthiness. I could count on his word, even when the result wasn't necessarily palatable. On the other hand, he wouldn't bend the rules, even with much persuasion. When dealing internationally, trust is probably the most important requirement a supplier must have. We trust Jacob and in fact are hoping to find another telecommunications product or concept that we can co-market with him.

Please feel free to call me if there are any questions that I can answer. I would be pleased to discuss or share other experiences that we have had over the years that would shed more light on Jacob Elmaliah's excellent character.

Sincerely,

Robert W. Bivens  
As President of CentralTel, Incorporated