

JOSEPH'S

Landscaping & Irrigation, Inc

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To: Kevin Mulvihill—CEO JSH international

Since 2007, Joseph's has applied Nature's Wonder APEX-10 organic biostimulant to all of our trees and shrubs when first planted. The results have been outstanding. In fact, APEX-10 improved our revenue to loss and lost opportunity revenue ratio by almost 50%. The trees and shrubs have held up much better under extreme heat with less water. Also, in a recent project where we would have normally fertilized the plants every 6 months, we have not had to fertilize for 18 months. Joseph's is located in Williamstown, NJ and is one of the top landscaping companies in the state of New Jersey. We highly recommend the use of this product on all plants, trees and turf.

In 2007, after becoming familiar with APEX-10, we decided to add the product to our tree and shrub plantings as part of our ongoing quality control and loss prevention program. We only added 2oz per 5 gallons of water for trees and 1oz per 1-3 gallons to shrubs and perennials depending on size.

2006 Not Using APEX-10

Planted: 1,291 trees, 8,621 shrubs. Loss = 128 trees, 843 shrubs.
Total Revenue: \$431K (1,291 trees x \$200 per + 8,621 shrubs x \$20 per)
Replacement Cost: \$75K (\$325 per tree, \$40 per shrub), a 17% loss of revenue.
Opportunity Loss: \$42 K (128 trees at \$200 and 843 shrubs at \$20)

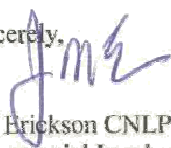
Average for 2007 and 2008 Using Apex-10

Planted: 1,254 trees, 8,475 shrubs. Loss = 52 trees, 439 shrubs.
Total Revenue: \$421K (1,254 trees x \$200 per + 8,475 shrubs x \$20 per)
Replacement cost: \$35K (\$325 per tree, \$40 per shrub), an 8% loss of revenue.
Opportunity Loss: \$28K (52 trees at \$200 and 439 shrubs at \$20)

Conclusions

As mentioned above, APEX-10 improved our revenue to loss and lost opportunity revenue ratio by almost 50%. We planted less trees and shrubs on average in 2007/2008 and increased our gross revenue on average by \$30K (2006: \$431K - \$75K= \$356K vs. 2007/08: average of \$421K - \$35K = \$386K). We also increased our opportunity revenue by \$14K for a total gain of \$44K. In addition, we use APEX-10 as a revenue generating source so the material does not cost us anything. The results speak for themselves.

Sincerely,



Jim Brickson CNLP
Commercial Landscape Manager
Joseph's Landscaping & Irrigation Inc.