



March 31, 2005

Hasit Ruparel
Internet Services

Dear Hasit,

We are writing to express our gratitude and appreciation for your work on behalf of the Party Cat.

Engaging your firm to assist us with the search engine optimization of www.partycat.com was one of the most intelligent decisions we have made. Prior to you working your magic with our site, we were nowhere to be found in the natural listings of the major search engines. We were dependent on paying the search engines for ads which were very expensive and had questionable results.

Working with you throughout the process of improving our site's text, our site's structure and increasing our links was always pleasant and informative. I'm not sure when you sleep as you often called me during U.S. business hours which must have been very late for you. I truly appreciate your dedication and hard work on our behalf.

The results have been phenomenal. Not only have our visitors and hits increased dramatically, we have set online order records every week since we re-promoted the site. We no longer pay the search engines, so our revenue is increasing while our costs are decreasing. We recovered our costs within weeks of re-promoting the site and expect the investment to pay dividends for a very long time.

Hasit, we feel that you are truly our partner, not just a vendor. We look forward to growing our relationship with your firm and look forward to sharing our continued success with you in the future.

Regards,

Chris and Cindy Gehring
The Party Cat
www.partycat.com