



**Procter & Gamble**  
Marketing Dept - P&G México

*always*

April 20, 2006

EXIMA CUADERNOS  
Protasio Tagle No. 39  
Col. Miguel Hidalgo 11850  
Mex. D. F.

To whom it may concern,

By means of this letter I would like to express my appreciation to Exima Cuadernos, specifically in reference to their college notebook product. Being amongst the largest media consumers in the country, Procter & Gamble is constantly striving, to find increasingly more effective means of gaining the desired impact on its consumers. Exima Cuadernos has been able to provide us with that.

For more than three years now, Procter & Gamble Mexico has been working with Exima here in Mexico. During this time, we have been able to develop an excellent business relationship based, among other factors, on the professionalism and reliability we have experienced whilst dealing with Exima.

I am aware that Exima has now expanded into the US market via GPA Media. With this knowledge, I have no qualms when I strongly recommend that Procter & Gamble US facilitate a close working partnership in conjunction with the American branch of Exima Cuadernos.

I would, once again, like to offer my thanks to Exima cuadernos and say that we at Procter & Gamble look forward to working with you on further projects in the near future.

Sincerely,

Miss. Carla Chaves  
Assistant Brand Manager  
Marketing Department  
Procter & Gamble