



BoDeans
b a k i n g g r o u p



May 10, 2010

To Whom It May Concern:

I am writing this letter to share my enthusiasm for the level of professional service which has been provided to BoDeans Baking Group by Matrix Ventures, LLC.

BoDeans wanted to establish business goals for expanding into the foodservice industry market segment and Matrix was retained to develop and implement strategies and a plan to penetrate this market space beginning with the leaders in the segment. Through their direct knowledge of the industry and ability to arrange for presentation meetings Matrix has achieved our expectations for introducing BoDeans service capabilities and product quality to select category leaders. It is by virtue of Matrix representation of our products along with their recommendations for various sell in programs that BoDeans is now a candidate supplier for several foodservice buying organizations.

Matrix Ventures, LLC is made up of four partners, three of which I have worked with previously, and who continue to impress me with their ability to assess key challenges and develop targeted solutions. They have excellent insight for determining the quality and amount of time required to build new relationships and expand on existing relationships to achieve established goals.

I plan to continue using Matrix Ventures in the future as they have proven to be an effective management resource for BoDeans Baking Group offering excellent value against all services they have provided.

Sincerely,

Dean Jacobson
President/CEO