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August 10, 2006

Dear Friend:

You may think that this is a strange time for me to write to you to interest you in doing business in Israel. Well, that may be true, but I think that you will agree that your making decisions to operate facilities abroad takes time and requires serious consideration.

I have recently discussed Israel ... known as the "In Place for Innovation" - with a number of U.S. corporate executives. I found that, despite the Gaza and Hezbollah conflicts, there is considerable "long-view thinking" taking place. As a result, many corporate executives want to keep their interest in doing business in Israel on the front burner.

There is anticipation that the two conflicts in which Israel is engaged will soon be resolved. May I suggest that you may want to have potential Israeli investment "on the ready".

To assist you, please check out the American companies that are doing business in Israel. You may conclude, "Israel must offer some benefits that I need. I better join them."

I thought it might interest you to review the enclosed memorandum wherein I try to answer, in a forthright manner, the questions that some of you may have as you think about foreign expansion.

If you have other questions that I haven't answered, please pick up the phone and give me a call at 414-906-6250. I look forward to hearing from you.

Very truly yours,

*Elmer*

Elmer L. Winter  
Chairman  
ELW:ca/bd  
Enclosure

The Committee for Economic Growth of Israel is a nonprofit organization dedicated to expanding business relationships between the United States and Israel.

Executive Office - 5301 North Ironwood Road, P.O. Box 2053 Milwaukee, WI 53201  
Ph: (414) 906-6250 Fx: (414) 906-7878 E-mail: elmer.winter@na.manpower.com  
Israel office - 25 Habanim St., POB 1594, Ramat-Hasharon 47114 Israel Ph: (03) 549-3720 Fx: (03) 540-8510