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CEGI

August 10, 2006

Dear Friend:

At the outset, let me extend to you ... on behalf of the members of CEGI ... our sincerest wishes for your safety, security and a successful outcome in the conflict with Hezbollah. I realize that these are difficult times, but I want you to know that you have our hopes for a better tomorrow ... as well as a desire to be helpful in every way possible.

I thought that you might be interested in knowing what we are doing, in CEGI, to be as supportive as we can to you and other Israelis under the existing circumstances. I have tried, as Chairman of CEGI, to direct our attention to maintaining the high level of the economy that Israel experienced prior to the two conflicts.

Many American Jewish organizations are trying to be helpful to Israel via the political and money-raising assistance route. I thought that one organization ought to use its best skills and contacts to sustain Israel's 2005 economy ... and that I believe is CEGI.

I have developed a memorandum ... "One Moment Please" ... as a way of answering the problems presented by a potential investor/buyer of Israeli products. Some CEOs have raised these questions with me. I think we have to be forthright ... "tell it like it is" ... and convince them that it is good business to do business with Israel. I hope that you will agree.

ISRAEL ADVISORS
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August 10, 2006

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The enclosed memorandum will go to:

1. 2,200 CEGI members and persons who receive the green (every two weeks) newsletter
2. 1,200 letters to Israeli Managing Directors to let them know "we are with you, not just in word, but in action."
3. 1,100 letters to American high-tech CEOs telling them to keep doing business in Israel on the front burner
4. 10 American-Israel Chambers of Commerce
5. 50 Foreign-Israel Chambers of Commerce world-wide
6. 50 Israeli Government officials
7. All of the members of the Israeli Knesset
8. All U.S. - Jewish Federations
9. All publishers of Jewish periodicals
10. Major periodicals, possibly more.

What can you do to cooperate in utilizing the enclosed memo?

1. If you think that your friends in the business community in Israel might get a lift from this letter and the enclosed memo, dash off copies to others with my best wishes.
2. Let your customers know ... via Internet or personal telephone call ... that you are in business and that you can deliver on the basis of the timetable agreed to between you and your customer.
3. Search the computer for sales leads. Don't put off until later making contacts for future business.
4. Participate in Trade Shows.
5. Issue press releases in foreign papers telling your success story during this particular period.

Well, so much for now. Best to you, your family and your employees. Remember you have our best wishes.

Elmer

Elmer L. Winter
Chairman
ELW:ca/bd
Enclosure