



February 3, 2009

To Whom It May Concern:

I have known Assaf Cholow for many years and he has always shown himself to be a man of tremendous integrity on all fronts. I would trust him with all my affairs in Israel as he can always be relied upon to get things done – quietly and efficiently. I feel very fortunate to know him on both a personal and a professional level.

Best regards,

Sunny M. Sassoon  
Executive Chairman of the Board

SMS:tlt

*International Coffee & Tea, LLC*

1945 S. La Cienega Boulevard • Los Angeles, California 90034  
Phone: 310.237.BEAN (2326) • Fax: 310.815.2520  
coffeebean.com

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