



DeLyle W. Bloomquist
President and
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Larry Goodard
President
Parkland Group, Inc., The
1375 East 9th Street
Suite 1350
Cleveland, OH 44114

Dear Larry:

I wanted to formally let you know that the "SOAR to Strategic Excellence" process proved to be very valuable to my company. In the time of one day, your SOAR process identified opportunities to improve the company's effectiveness that we as management were "blind" to, thus, would probably never would have been concerned about. Teams have been assembled and are tasked with discussing these opportunities and making recommendations on how best to address those areas needing improvement. I'm certain that General Chemical will be a better company, one even more focused and motivated than it is today, because of this excellent tool you've developed.

I highly recommend the "SOAR to Strategic Excellence" process to any company looking for, or needing to find, hidden value in its organization. I don't believe that there is another product in the market today that will unveil opportunities as quickly and concisely as this program.

I look forward to informing you of our progress in tackling the opportunities presented.

Sincerely,

A handwritten signature in black ink, appearing to read "DeLyle W. Bloomquist", written over a circular stamp or watermark.

De Lyle W. Bloomquist
President & CEO, Director
General Chemical Industrial Products