



18 September 2007

To whom it may concern

Re: Export Access and Jim Raz

Eye-Catcher Innovations is a South Australian owned and based high growth business that develops and commercialises innovative products for domestic & international markets.

The initial key product of Eye-Catcher is Protect-it Column Guards

Protect-it column protection devices are a new innovation offering exceptional performance in racking protection. Rack systems are not designed to be struck by fork-lifts and even low speed collisions can lead to structural damage. This damage is a major occupational health and safety issue and is very costly to repair.

The Protect-it™ range of column protectors is designed to minimise the damage caused to pallet racking in the event of a forklift impact. Eye Catcher offer a product to suit most pallet racking column sizes and major brands sold throughout Australia, Europe, South Africa, USA and Canada.

Through the product North American market development phase, Eye Catcher has worked closely with Export Access and considers them to be a key contributor going forward.

Export Access has been working with us for 18 months on a contract basis specifically to develop exports for our products into North America.

They have managed every phase of the process which included; market research, qualifying and short listing potential importing distributors, making contact and engaging dialogue with them, in country representation, contract negotiation, provision of training, product launch and the monitoring and support of our partners once the relationship was formed.

Export Access developed a thorough technical and commercial appreciation of our products and the market segment they were destined for in a timely manner so they could represent our technology with confidence.

Outsourcing our International Business Development function has freed up our management team to concentrate on the development of our domestic and other international markets.



**Eye-Catcher Innovations Pty Ltd**

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Whilst we have enjoyed early commercial success in North America largely due to the complimentary skills of our management team and Export Access, we still have a way to obtain national coverage for our technology. We envision that we will continue to enjoy a strong working relationship with Export Access until our North American business goals are realized.

If you require further information please feel free to contact me at your convenience.

Sincerely,

Paul Huxtable  
Managing Director



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