



Sunbelt Business Brokers Victoria Inc.

920 Johnson Street, Victoria BC, V8V 3N4
250.361.3660 toll free: 1.877.361.3003 fax 250.361.3004
Sunbeltvictoria.com victoria@sunbeltnetwork.com

The world's Largest Business Broker



July 7, 2009

Firefly Mobile Media Int'l LLC
11915 West Executive Drive,
Boise, ID 83713

Dear Gentlemen,

I want to take a moment to thank you for entrusting Sunbelt Business Brokers (Victoria) Inc. with the assignment of rolling out the Firefly opportunity across North America.

As a business broker, I see many opportunities come across my desk. Rarely, however, do I see an opportunity as attractive as Firefly. We believe that this opportunity will improve the lives of many entrepreneurial families. The opportunity to buy a business with support from a head office which can only profit from a successful bottom line is a refreshing concept. Franchises typically help their franchisee achieve top line with little real consideration for bottom line results.

I am confident that our brokers right across Canada and the United States will be pleased and excited to present Firefly to their clients. Anyone with a modicum of talent for selling will do exceedingly well here and with your plans for National Account sales this is indeed a winner.

Once again congratulations on this terrific concept, best wishes to you and a big thank you for choosing Sunbelt with the over 270 offices that make our network of brokerages such a force in North America.

Best regards,

Mike Lenz
CBI, CMEA, CSBA
Certified Business Intermediary
President, Sunbelt Business Brokers (Victoria) Inc.