



November 18, 2013

To Whom It May Concern,

I have been involved in the planning and development of Tal-Ya's agriculture solutions for a number of years, and currently serve as the President of the company. I believe that Tal-Ya's patented trays have the potential to create a real breakthrough in agriculture internationally, through increasing the Return on Investment (ROI) for farmers, from the smallest farmer to international conglomerates.

I have personally been involved with the R&D, tested and experienced the performance of Tal-Ya's trays in numerous field studies and implementations. Tal-Ya's trays create optimal growth conditions as the area under the tray creates a "personal greenhouse" for every tree or plant, with a constant supply of water, temperature control and weed-prevention. Use of Tal-Ya trays bring numerous benefits including:

- Accelerated growth of trees, from year to year and within each season, shortening the time to market of the produce
- Effective, organic weed-prevention, saving the expense of manual removal of weeds or the expense of herbicide (weed-killer)
- Significant savings in water of over 50% in most cases
- Significant savings in fertilizer of over 30% in most cases
- Crop protection from loss to extreme temperatures, wind, heavy rain and more

I am confident that Tal-Ya's trays will create a large-scale, positive contribution to the world's agriculture industry and to the environment.

Sincerely,

A handwritten signature in black ink that reads "Ilan".

Professor Ilan Chet
Former President of the Weizmann Institute of Science (2001-2006)
President, Tal-Ya