

4<sup>th</sup> April 2009

To whom it may concern,

Being a retailer for the past 25 years, I know that shop-fitting events are one of the biggest challenges associated with operating in the surrounding, ever-changing and vibrant environment that is retail. Until recently, from my time as owner and manager of Bright Eyes Sunglasses (140 retail stores and the largest franchised chain of retail sunglass and lifestyle stores in Australia), experience with all facets of shopfitting requirements was something I dealt with on a daily basis.

For a number of years after acquiring the Bright Eyes business in 1999, myself and certain of our management team grappled with the seemingly repetitive and inevitable difficulties of each project. However, in 2004 our relationship with Superfit began and, to my relief, the area of shopfitting quickly became a much more tamed beast. From that point we worked alongside the team at Superfit Shopfitters to manage numerous shop-fit events for Bright Eyes own corporate stores and those of its franchisees at the time. The notable improvement could only be attributed to the teamwork and principles of our partners at Superfit (Scott, Andy, Kelly and David in particular) and the high standards they demonstrated time and again in the performance of their work with the utmost diligence and commitment.

Superfit has built a reputation as a leader in its field through years of hands-on experience. The principals as part of its key operating staff have an enviable wealth of knowledge which is rare to find in a small company environment. For me, some of the broader advantage of we gained from engaging Superfit was the ability to easily access their understanding of property and regulatory requirements up-front, along with the quality and pride they showed in their work. Not to mention that, at the other end, our projects came in on time, on budget and without any nasty surprises.

It gives me great pleasure to recommend Superfit Shopfitting with confidence and to wish them continued success in the future.

Yours Faithfully,

Ralph Edwards  
**FORMER OWNER AND CEO**  
**BRIGHT EYES GROUP OF COMPANIES**