

Dear Joe,

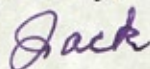
Fucini Productions began working for Pet Supplies Plus in 1992, a little over four years after my partner and I founded the company. In the years that followed you and your team worked extremely hard and effectively for PSP as we built our company into one of the industry's leading retail chains.

Initially, you and your team developed customer newsletters for PSP, but your role quickly expanded to include public relations, in-store marketing events and promotions. Later, you developed our company's first website and continued to revise and maintain it.

For over 19 years that you have worked directly with Pet Supplies Plus, I have always felt that I could entrust any job regardless of how big or small to you and your team and know that it would be done well and on time. Joe your team came up with very creative events during this period of time which Pet Supplies received tremendous free Media coverage.

In short, you were a very valuable asset to our business and were instrumental in helping us achieve success. Thank you for all these years of dedicated support.

Sincerely,



Jack L. Berry  
Founder Pet Supplies Plus