



GIBBY MEDIA GROUP
EXPERIENCE & Quality in Video & Media Communication

February 27, 2006

To: Mary Beth Sweetland Senior VP / PEIA

From: Lon Gibby

RE: Le Mas Ltd.

Dear Mary Beth,

We have received calls and complaints from people who have watched the LeMas Ltd ammunition video on your website and have contacted us wanting to vent frustration at anyone they could identify.

Please understand that my company did not shoot the video as it indicates on your website and news release, and this video was not professionally produced by this company as quoted in your news release and website. **We were not in the field when the shooting took place and had absolutely no part in the video taping of this material.** We did assist in the hourly editing and reproduction process, which we regret. Our understanding at the time we did this project two years ago, was that this material did not violate any State or Federal laws, and that it was being prepared and shown to a specific military related audience. I understood the material was protected, confidential in nature and would never be released or shown to the general public.

We want to assure PEIA that Gibby Media Group does not want to be associated with cruelty to animals, and that we do not condone the use of unauthorized live animal ammunition testing. We understood from LeMas Ltd., that these tests were needed and authorized, that they could help save human lives from the data that would be gained only from live tissue testing.

We will be happy to contact PEIA in the future if we are asked again to edit questionable material related to animal testing. We also would like to make clear our stand on protecting animals such as our countries Wolf population. Gibby Media Group recently produced an award-winning program on Wolf's called "Wolf People" which clearly is in harmony with PEIA and other environmental organizations position, and demonstrates our sensitivity and concern for animal protection. We would appreciate your posting this letter so people on your website will know our position on this matter and deal directly with LeMas Ltd. on this issue.

Kind Regards

Lon Gibby


President

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