

June 1, 2009

Dear Publisher:

Update RE: Consumer Product Safety Improvement Act (CPSIA)

If you are a publisher of children's books (books that are designed or intended for children under the age of 12 years old), you may already know that there was a law signed in the U.S.A. last fall that regulates the sale of such products. The Consumer Product Safety Improvement Act (CPSIA) requires manufacturers of domestic and imported children's products (including books and other printed products), to test and certify their products to ensure they meet specific lead and phthalate content limits established by the CPSIA.

On January 30, 2009, the CPSC granted a one-year stay of enforcement for testing and certification of certain children's products and toys subject to the Consumer Product Safety Improvement Act of 2008 (CPSIA). **This "stay" postpones the requirement** for printers to test and certify their products against the new lead and phthalate standards. The new implementation deadline is February 10, 2010.

There has been some talk and conjecture that the Act may be amended such that the burden and deleterious economic effects of the Act will be reduced or eliminated.

However, until such possible amendments are made, Friesens has proactively taken the following steps with regards to lead testing:

1. We sent representative products (finished books) to a certified lab for testing so that we could offer publishers assurances through independent verification of compliance. Specifically, we had the lab test all the components of the books through a process called "Total Lead Testing". The test results indicated that the representative books conform to CPSIA regulations without any doubt. We can share the results of this testing upon request from any of our customers.
2. We also asked our ink suppliers to provide us with independent certification that their products conform to CPSIA regulations. We have received independent third-party test results from each of our ink suppliers that the inks that Friesens use conform to CPSIA regulations without any doubt.

3. We also had our glue and thread suppliers confirm through independently test results that their products (the ones we use) conform to CPSIA regulations. Again, the testing confirmed that the raw materials that Friesens use conform to CPSIA regulations without any doubt

We are confident based on these test results and the assurances of the third-party labs that Friesens manufactures books that conform to most stringent lead-content limits specified by the CPSIA regulations.

While we hope that this is informative and puts your mind at ease, we would also like to offer to you a service if you wish to obtain specific test data that pertains to the books you publish.

For any publishers who wish to have their book(s) tested for lead content, Friesens can arrange for the book(s) to be submitted to the testing facility and for the test results to be provided to you. There is a fee for this service of approx. \$90.00 per component (for "Total Lead Testing"). As an example, a soft-cover book would normally have two components and therefore the cost of the test would be approx. \$180.00. This includes a nominal (\$10.00) processing fee to cover Friesens expenses. Currently, processing times is approximately 2 – 3 weeks, but that can fluctuate.

Please let us know if we can be of service to you, and thank you for your business,

Sincerely,

A handwritten signature in black ink, appearing to read "Curwin W. Friesen". The signature is stylized with a large, sweeping initial "C" and "F".

Curwin W. Friesen
CEO