



**VIA EXPRESS MAIL**

July 8, 2008

Leticia Rojas  
President  
Leticia Inc.  
640 Irvington Avenue  
Hillside, NJ 07205

Re: **USHAA Top 25 Hispanic Business**

Dear Ms. Rojas:

On behalf of our Board of Directors, we are pleased to inform you that Leticia Inc. has been selected by the United States Hispanic Advocacy Association (USHAA) as one of the **Top 25 Hispanic** businesses. This recognition was based *solely* on our review of your company's demonstrated track record of commitment to best practices in the following areas: workplace diversity, supplier diversity, leadership opportunities for minorities, cultural competence in provisioning services and products to Hispanic and minority consumers, history of non-predatory business practices, philanthropy and input we received from our members.

On August 13, 2008, USHAA will make history by ringing the opening bell at the New York Stock Exchange. This will mark the start of a two-day economic summit titled "Ringing a New Era of Economic Opportunity: U.S. Fortune 500 Meets Hispanic Fortune 500" (see attached). During the bell ringing ceremony, USHAA and NYSE will host a VIP Economic Leadership Breakfast at the NYSE Board Room that will include national and international dignitaries, Hispanic and corporate business leaders, and honorees that will participate in the Green Agenda Summit. USHAA will take this opportunity to issue a national media advisory announcing a Press Conference where we will announce the Top 25 Hispanic Businesses and Top 25 Corporate Businesses for 2008. The conference will occur during the second day of the summit on August 14, 2008, at the Madison Hotel, Convent Station, Morristown, New Jersey.

As an USHAA Top 25 Hispanic enterprise for 2008, your company will receive the following benefits:

- A *non-exclusive* license to use the USHAA Top 25 Hispanic Logo for a period of 12 calendar months, subject to standard trademark and quality control provisions
- Top 25 listing on Green Agenda Summit Program and Announcement
- Logo and company profile placement on USHAA Website 2008 Top 25 listings
- Opportunity for Logo and congratulatory messaging on Green Agenda Program

- Networking opportunity with Top 25 Corporate honorees, elected and appointed local and international officials, and representatives from distinguished corporations
- Ten (10) tickets to the Green Agenda Economic Summit Corporate Luncheon
- Possibility of selection to attend Economic Leadership Breakfast at NYSE Boardroom

As you may know, USHAA does not accept sponsorships in exchange for this important honor. We seek instead to reward best practices by both majority and minority business. The only requirement is that each honoree reserves a table in the company name and designates executives to attend in person so that they can interact with other dignitaries that will attend the Economic Summit on August 14<sup>th</sup>. Due to space limitations, however, each company is limited to one table on a first come basis. If your company does not fill its table, USHAA reserves the right to offer the remaining seats to political dignitaries and business leaders on behalf of your company name. Table pricing is the same for all businesses.

As the premier, national Hispanic consumer advocacy association, USHAA is focused on economic issues that seek to unite our community to act as one people and speak with one voice on strategic agenda items including: workplace diversity, supplier diversity/business opportunities, education, consumer protection from predatory business practices, and minority governance/leadership. We refer to this movement as the "Green Agenda" because green is the color of hope, economic empowerment, and non-partisanship. USHAA believes that in order for Hispanics and other minorities to succeed, we must first focus on this common ground, irrespective of race or ethnic affinity.

Through its base of more than 524,000 individuals and small businesses, plus more than 140 influential organizations represented in the Green Agenda Coalition, USHAA forges strategic alliances and partnerships with other leaders and organizations for unique benefits.

In order to accept this award, you must contact Dilia Mojica-Plotkin at 201-978-4325 or Jesus Linares at 718-399-8000 x101 **not later than July 11, 2008**. Otherwise, the award will be offered to one of the Hispanic Business 500 alternates from your industry that achieved the next highest "z" score.

Again, please accept our sincere congratulations on your company's achievement.

Sincerely,



Luis J. Díaz, Esq.  
President & CEO

cc: Hon Nelson A. Diaz, Chairman  
cc: USHAA Board of Directors  
cc: Dilia Mojica-Plotkin, Summit Co-Chair