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From: Fadi F. Dababneh
Number of pages including cover:
Regarding: 2008 Letter to Suppliers

Date: 08, December 2008

Our Dearest Suppliers, Affiliates and Partners,

Good day. As we approach the year's end of 2008, I would like to share our progress, achievements, and plans with you; our backbone in this business. Since our business started in August 2007, and our official launch on December 31, 2007, we have dealt with thousands of suppliers world-wide, attended and participated in world trade fairs and expanded our operations from one country to 15.

SouqElArab.com, operated by SouqElArab Inc. (a US based company) is currently covering 15 countries with a total of 655 suppliers, 188 contracted suppliers, 34 On-line resellers, and 6 country affiliates. Operating from Amman, Cairo, Beirut, Riyadh, Dubai and by mid-January in Tehran, our catalogue now covers over 300,000 products from across the region.

SouqElArab.com reach to clients has been as successful as our supply chain network. Over 300 institutions, universities, organisations and libraries, as well as government agencies have been part of our clientele. On a private-sector base, 422 businesses rely on us to supply them with books, food items, audio and video, and orient gifts.

Our latest achievement in reply to your on-going feedback is the relaunch of the Web interface of <http://www.souqelarab.com> with much more functionalities and ease of use. By late December, the new interface will be launched, giving you more control and information to track the market and your products. Functionalities include full statistics of your shop, each product and what is in demand. You can view your account summary, clients and informed in real-time of all changes.

And before we conclude, let me give you a brief on our 2009 plans; a fully integrated wholesale Web site will be launched, as well as a new Persian and African Web site market for products of these regions. Expansion will begin in mid-2009 by opening up new offices in 6 new countries, while establishing a European Regional Office, and a South American Regional Office.

Reflecting back on this one year since our launch, we have been through a few ordeals, such as the Lebanese political conflict in the early months of 2008, a fraud case that has scammed our Lebanese operation out of \$150,000 which led to our temporary closure in Beirut, the closure of our Palestinian operation due to



occupation forces, and the extreme high expenses of fuel that put our shipping under stress. Our business, as in yours, has been striving to overcome regional and local constraints, and our existence proves our success.

Our achievements are yours, and our operation relies on you and your teams. So, we thank you for your support and business. We are coming to a closure of 2008, and look forward, together, to a new year full of prosperity and achievements in 2009. I wish you and your loved ones, on behalf of SouqElArab Inc., an Eid Adha Mubarak, a Merry Christmas and a Happy New Year.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'Fadi Francis Dababneh'. The signature is fluid and cursive, with a long horizontal stroke at the end.

*Fadi Francis Dababneh
Chief Executive Officer & Founder
SouqElArab Inc.*