



**INNOVATIVE
CLEANING TECHNOLOGIES**

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April 11, 2011

Mr. George A. Isaac III
GAI Capital Ltd.
P.O. Box 50009
Santa Barbara, CA 93150

Dear George:

Betco, as you know is a 60+ year old privately held 2nd generation family manufacturing business. We sell a broad spectrum of specialty chemical products and floor care equipment domestically and internationally. Since 1997, Betco has had the benefit of your excellent counsel as a board member and at times a management consultant. You have worked effectively both with me and various members of our senior executive team.

Our board requirements were to find individuals experienced in family business transitional matters, real estate development know-how, manufacturing and supply chain enhancement and financial insight with regards to recapitalizing Betco. Your strong strategic, financial, and operating skills contributed greatly to our successes. Specifically, you have helped me over the past 15 years in each of these areas:

- We successfully used recapitalization to purchase stock of family shareholders wishing to exit the business and to provide capital for four successful acquisitions. My personal stake in Betco has increased from 20% ownership to 88% ownership with the remainder still held at the wish of family shareholders. Our annual revenue has increased for \$35mm to \$100mm and our profits have increased six fold. Your financial experience was very useful during this complicated financial and emotional transition.
- I have personally developed two successful real estate projects providing additional net worth to my family shareholders and to myself. Having had zero experience in real estate development, your advisory capacity here was very useful.
- Our business experienced production efficiency gains of 20-25% due to your advice to us to invest in developing a "lean" manufacturing philosophy. You helped develop previously non-existent metrics that we now use on a daily basis.
- Due to your input as an active member of the Board of Directors and as a management consultant, we have transitioned the management team of Betco from family to professional management. Subsequently we installed an effective senior management compensation plan aligned with the goals of the business.

George, I look forward to your continued help in my endeavor to grow Betco Corporation to \$200mm in sales over the next 5 years. I would be honored to provide a reference for you as you pursue other board and consulting activities.

Sincerely,

Paul Betz
Chairman & CEO