



McCORMICK & COMPANY, INC. 228 SCHILLING CIRCLE, HUNT VALLEY, MD 21031 USA / TEL (410) 771-7500

McCORMICK
FLAVOR
DIVISION

Mr. Charles B. Mattingly
Better Business Bureau, Inc.
844 South Fourth St.
Louisville, KY 40203-2186

Dear Mr. Mattingly:

I am pleased to write you to fully support the nomination of Pro-Liquitech International for the Better Business Bureau's 2000 Torch Award for Marketplace Ethics. McCormick & Company enjoy a fantastic relationship with Pro-Liquitech, which is now approaching five years. Pro-Liquitech has always been very steadfast about their desire to only partner with companies of the highest ethics and integrity. As a supplier of flavors to Pro-Liquitech I can say without reservation that they hold their business partners to the same high standards to which they hold their own employees.

McCormick is a supplier of flavors to the beverage industry and is often in contact with customers of Pro-Liquitech. We have yet to hear anything but outstanding comments regarding Pro-Liquitech's creativity, attention to detail, honesty, and integrity. As a matter of fact, many of these customers request that we work through Pro-Liquitech rather than calling on them directly. This is quite a testament to the relationship Pro-Liquitech has developed with their customers.

As much as McCormick would like to be an exclusive supplier of flavors to Pro-Liquitech, they insist on partnering with a few suppliers who consistently demonstrate those same attributes largely responsible for their incredible success. McCormick and Company is a 111 year-old organization which prides itself on developing and maintaining long lasting relationships with its suppliers and customers. We recognize those who merely pay lip service to business ethics and those who are principled in their business philosophy. Pro-Liquitech falls in the latter category.

We feel strongly that Pro-Liquitech is the kind of organization that the Better Business Bureau should recognize in the marketplace for its ethics. Please feel free to contact me if I can provide any additional information in support of Pro-Liquitech for this award. I can be reached at 410.771.7430.

Sincerely,

Tim Shaffrey
Director of Business Development