

January 3, 2009

To Whom It May Concern,

Subject: Letter of Recommendation – Danny Abramovich

This letter is to serve as a formal recommendation for Danny Abramovich who has provided Netafim with an outsourced service in the name of his company, Marketing 2 Go Ltd., since July 2007, 18 months ago.

Following my initial impression of Danny as someone who had accumulated an extensive experience in bringing to life intra-preneurial projects within large companies and associations, I have asked Danny to be in charge of an important marketing-oriented project entitled "Netafim University" - and to serve as its operational manager.

Danny has been very proactive and independent in leading the planning and realization of "Netafim University" in order to facilitate knowledge transfer and training to our existing and potential customers.

Together with other employees, Danny has managed to prove initial successes in building the infrastructure of "Netafim University".

Danny is a friendly and collaborative colleague. I hereby recommend him as a service provider in the marketing arena and wish him great success.

Sincerely,



Aliza Tamir
V.P. Corporate Marketing