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June 24, 2009

Adir Koren
Director of Communications
Plasan Sasa Ltd.
Kibbutz Sasa
M.P. Merom Hagalil 13870, Israel

Dear Adir:

We are delighted to provide strategic communications counsel and services to Plasan Sasa Ltd. ("Client"). Please be assured that with Qorvis, Plasan will never be presented with a bill or an invoice that it has not previously approved in advance. This proposal includes an ongoing strategic communications retainer of \$15,000 per month beginning September 1, 2009. Just to clarify, for that retainer we will have a team of two senior Qorvis consultants - Mr. Donald F. Goldberg, and Ms. Karen Hanretty - and one junior staff member to be your eyes and ears, offer strategic guidance, and provide communications services such as media relations, message development, and similar services (which will be delineated further in paragraph four below). You will be able to instruct us to remove, supplement, or add any of our consultants responsible for the provision to you of the services detailed hereunder. If additional resources are required, for example, to provide on-the-ground support at a trade show or for a more major media outreach effort, we will provide a cost estimate for that project in advance and not proceed without your explicit approval. (Our full-service communications programs that include a larger team to execute those types of activities begin at \$25,000 per month.)

In this letter we describe the terms of our arrangement with you as we begin our representation. "We," "us," and "our" refer to Qorvis Communications, LLC, and "you" and "yours" refer to Client. For ease of reference, we have numbered the remaining paragraphs.

1. As your strategic communications counsel firm, we will provide creative and strategic communications services, to include the development of a web site dedicated to the U.S. market together with brand and collateral materials described in paragraph (3) below and ongoing strategic communications services described in paragraph (4) below.
2. This agreement begins July 1, 2009, and runs through June 30, 2010, and may be terminated forty five (45) days after either of us gives written notice of termination to the other party. You will remain liable for all fees and expenses accumulated through the date of termination. This agreement may be extended for an additional one year

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by written mutual consent.. We will bill you as follows: For creative services to include Sub branding, business card and stationary system, presentation template, bio sheet case study and product slick, executive six-panel brochure, seven web templates, content management system, 100 hours of Flash development, 40 pages of web site content and production and advertising creative and production: \$140,000 (U.S.), to be billed at the rate of \$20,000 per month for five months beginning July 1, 2009, and \$40,000 to be billed at the completion of the creative services program; and, \$15,000 per month beginning September 1, 2009, for strategic communications consulting.

3. The estimates and schedule for the individual creative services activities (not including any ongoing maintenance fee after the site has been launched that will depend on what Plasan is capable of handling and what it would like Qorvis to handle at that time) is as follows and is open for further discussion if needed:

Brand Book	\$10,000
Business Card, Letterhead, Envelope, Label	\$4,000
PowerPoint Template	\$5,000
Bio Sheet, Case Study Sheet, Service and Product Slick Templates	\$7,500
(production of sheets from templates will be extra)	
Corporate Brochure (Cuts Through The Clutter)	\$14,000
Deliverable: 7 Website Templates	\$38,000
CMS (base CMS, with no custom in scope)	\$20,000
100 Hours of Flash / Video - Multimedia Production	\$15,000
Content Production (40 Pages)	\$10,000
Ad Creative Concept and Production	\$25,000
Total cost:	\$151,500
Minus discount on fee (\$11,500)	\$140,000

We will attempt to maintain the following production schedule, to the best of our ability:

Discovery, messaging and branding, including meetings with Plasan:
July 1 through 31

Collateral development
Mid-July through the end of the August

Website Design
Mid-July through the end of September

Content Development
Mid-August through launch

Flash Development

Mid-September through Mid-November

CMS Development

Late August through early September

Production and Build

October through mid-November

Quality Assurance

Mid-November

Website Launch

December 1

4. Strategic consulting services will include the following: message development and the drafting of a message guide; media training for Plasan spokespersons; the development of a comprehensive media target list; media outreach; the drafting of press releases (the placement of those releases on news wires will be billed as an out-of-pocket expense); the development of political, commercial, military, and other similar organizations that may be relevant to Plasan's U.S. sales and marketing strategy, together with a strategy to engage with those organizations; a review of Plasan's internet identity and recommendations for improvements to that; the development of a crisis communications and rapid response capability; ongoing strategic counsel; and, additional strategic communications activities that may be required that can be handled by the Qorvis team assigned to the Plasan account. The implementation of any programs or activities that require additional staff resources or out-of-pocket expenses will be approved in advance by Plasan.
5. Any extraordinary out of pocket expenses such as expenses for advertising, production, printing and travel and based on estimates previously supplied to you and approved in advance will be billed monthly.
6. Copies of our bills will be sent directly to Client, who may at its election pay us directly, current plus sixty five (65) days, using any of the following means:

Electronic payments:

M&T Bank
One M&T Plaza, 2nd Floor
Buffalo, NY 14203
Qorvis Communications
ABA# [REDACTED]
ACCT# [REDACTED]

Check payments:

Qorvis Communications
PO Box 62081
Baltimore, MD 21264

Overnight check payments:

Qorvis Communications
Attn: Laura Wert
1201 Connecticut Ave. F/C
Suite 600
Washington, DC 20036

7. After we have issued material to the news media or to another third party, following receipt of your explicit written confirmation to that effect, its use is no longer under our control. We cannot assure the use of news material by any news organization.

Similarly, we cannot control the form or manner of use by the news media or others of the material, including, but not limited to, the accurate presentation of information supplied by us.

8. You will not request, and nothing in this agreement shall be deemed to require that we undertake any campaign, prepare any materials or publicity, or cause publication of any copy or article which, in our judgment, would be untrue, indecent, libelous, unlawful, or otherwise prejudicial to your interest or ours. Similarly, nothing in this agreement shall be construed as committing us to violate any lawful contractual commitments to the media or others.
9. It is agreed that Client will indemnify us against any loss or expenditure (including reasonable attorneys' fees and costs) that we may incur as the result of any claim, suit or proceeding made or brought against us to the extent caused by Client's (or anyone acting on behalf of or directing Client) negligent acts, errors or omissions, gross negligence, or willful misconduct or arising out of or related to any services, materials, or publicity prepared for by us and approved Client or anyone acting on behalf of Client. Provided, however, that in no case shall Client be obligated to indemnify us for losses or expenditures which, in the aggregate, exceed Five Hundred Forty Thousand (\$540,000.00). Client will not be liable for indirect, special, or consequential damages, including, but not limited to lost profits, lost business, and loss of use. In addition, Client will indemnify us for all loss, cost or expenditure (including reasonable attorneys' fees and costs) incurred: (1) in enforcing the terms and conditions of this contract and/or (2) arising out of us being subpoenaed as a witness or to produce documents in any action to which it is a party. The obligation to indemnify us hereunder shall include, without limitation, paying Qorvis for any and all personnel time incurred in connection with any such claim, suit, proceeding or subpoena based upon our standard hourly rates. The duties to indemnify us shall not terminate with the cancellation of this contract. We shall accept Client's choice of legal counsel and shall not be entitled to separate legal counsel except at our own expense.
10. It is agreed that Qorvis will indemnify Client against any loss or expenditure (including reasonable attorneys' fees and costs) that Client may incur as the result of any claim, suit or proceeding made or brought against Client which arises directly out of the negligent acts, errors, omissions, gross negligence or willful misconduct of Qorvis, provided that in no case shall we be obligated to indemnify Client for losses or expenditures which, in the aggregate, exceed Five Hundred Forty Thousand (\$1,000,000.00). We will not be liable for indirect, special, or consequential damages, including, but not limited to lost profits, lost business, and loss of use. Client shall accept our choice of legal counsel and shall not be entitled to separate legal counsel except at its own expense.
11. You agree that during the term in which we provide services to you and Client and for a period of twelve (12) months thereafter, you and Client will not solicit or induce any employee of Qorvis to leave his or her employment with Qorvis, or hire any such employee or request or advise any other client of Qorvis to withdraw, curtail or

cancel its business with Qorvis except to the extent you or Client are required to do so under the laws of the United States.

12. YOU AGREE THAT REGARDLESS OF ANY STATUTE OR LAW TO THE CONTRARY, ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF OR RELATED TO THIS AGREEMENT OR ANY OF OUR SERVICES MUST BE FILED WITHIN ONE (5) YEAR AFTER SUCH CLAIM OR CAUSE OF ACTION AROSE OR SUCH CLAIM SHALL BE FOREVER BARRED. WE EXPRESSLY DISCLAIM ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT.

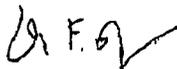
13. Publicity- Client agrees upon advance approval by Client, not to be unreasonably withheld to allow the use of the Client's name for Qorvis's general marketing purposes, such as in a listing among clients in a new client press release or in such a listing on the Qorvis's website.

This letter agreement supersedes any other agreement, written or oral, pertaining to the attached proposal between Qorvis and Client. If you have any questions about this letter of agreement, please call. We are very enthusiastic about this new assignment and confident of our ability to do the job. We look forward to working with you.+

Sincerely,

By: Qorvis Communications, LLC

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Donald F. Goldberg
Partner

June 23, 2009
Date

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By: Plasan Sasa Ltd


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| Azriel Biberstain
CFO

July 8, 2009
Date

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