

August 3, 2001

Mr. Olivier Gast
Avocat a la Cour
1, Avenue Bugeaud
75116, Paris, FRANCE

Dear Mr. Gast:

Enclosed are galleys for the new title by Mr. Andrew Caffey, from whom you recently received a letter.

The book is entitled FRANCHISES & BUSINESS OPPORTUNITIES: HOW TO FIND, BUY, AND OPERATE A SUCCESSFUL BUSINESS. This will be published early in 2002 by Entrepreneur Press, a division of Entrepreneur Media Inc. We hope you will find time within your busy schedule to scan the enclosed galleys and give us your comments. Obviously, if they are positive, we would like to have your permission to quote you. By signing this letter along with your comments you can give us that permission to include your comments on or in the publication itself.

We are aware of your busy schedule, but this gives you the opportunity to be involved in the accuracy and currency of contemporary publications and information regarding your industry. If it is impossible for you to participate, you can discard the galleys as you see fit.

Thank you for your consideration and participation.

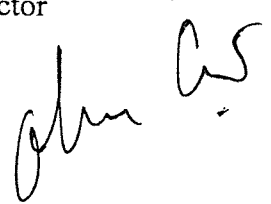
Warmest regards,



Jere L. Calmes
Editorial Director

/la

Enclosure



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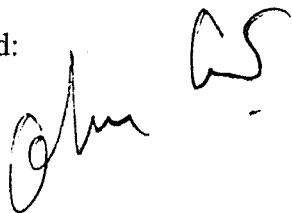
Mr Olivier Gast
December 26th 2001
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Comments:

Accessible and useful to both technical and non technical readers, this step by step guide reveals precious secrets on how to find and set up a franchise that will succeed.

Once again, we do notice that European franchise laws, and more specifically the French franchise law, mirrors the American legal experience, thus leading to more and more uniformity.

Signed:

A handwritten signature in black ink, appearing to be 'Olivier Gast', with a stylized flourish at the end.

Olivier GAST