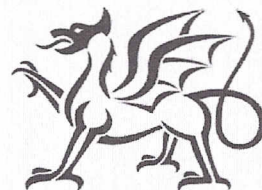


**Mr. Mario Danese – Director
Global Project Solution Consulting
Tower 42
25 Old Broad Street
London
EC2N 1HN**



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Parc Cathays/Cathays Park
Caerdydd/Cardiff
CF10 3NQ

Eich cyf/Your Ref:

Ein cyf/Our Ref: 140/2007/08 / 4

Dyddiad/Date: 28 September 2008

Dear Mario

**CONTRACT FOR Lead Generation – International Business Wales UK and Europe,
CONTRACT NUMBER – 140/2007/08**

I refer to your recent tender for the above contract and my recent 'intention to award letter' in respect of your Tender Proposal for Lead Generation services.

I am pleased to inform you that your tender received in May 2008 (and subsequent clarification presentation) was successful on this occasion for:

Lot 4 - ITALY

The Contract is awarded in accordance with the tender documentation and conditions of Contract for Services – Lead Generation.

The contract shall commence on October 1 2008 and will run for 3 years subject to WAG / IBW budget availability.

I shall be in contact shortly to confirm the operational and administrative arrangements of the contract and work plans for the Lot / Region specified.

May I take this opportunity to thank all those involved for the time and effort invested in the tender process.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Steve Holt', with a stylized flourish at the end.

**Steve Holt
Sales Manager EMEA - International Business Wales**