

Base Camp Communications

1410 Gregory Lane Suite 9 • PO Box 1416 • Jackson, WY 83001
(307) 734-7575 • www.basecampcomm.com

January 15, 2008

RE: 2008 Christine George Kona BikeTown Africa Fundraiser

Dear

Riding a bike is fun, and at times rewarding. But, having the ability to give a person a bike that allows them to enhance the well-being of others is even more rewarding than your most epic ride. Kona knows.

Since 2005, Kona has been the official bike for the successful *Bicycling Magazine's* BikeTown Africa program and Bristol-Myers Squibb's Secure the Future Foundation. Fast forward three years, and the important progressive programs have not only grown throughout many communities, but have helped heal hundreds of lives.

Now that 2008 has arrived, the focus is still the same - provide simple, well designed Kona AfricaBikes suitable to the terrain to help local healthcare workers supply treatment to HIV/AIDS patients throughout the continent. To date, roughly 500 AfricaBikes have been distributed to different parts of Africa including Botswana, Namibia and Senegal.

That's where Christine's generous support and noble vision comes into play. A highly talented senior at Virginia Tech, Christine's mission is to raise \$10,000 for the BikeTown Africa program which would not only directly assist in the treatment of numerous patients but also donate roughly 100 AfricaBikes to the program. Christine is no stranger to fundraising or Africa, where in July 2007 she led a research team in Mali, West Africa, to study the abundance, distribution and infection status of *Aedes* mosquitoes – and she also raised \$25,000 for the expedition. Our support for Christine's motivated and dedicated fundraiser for the BikeTown Africa program is simply: awesome.

This year, Kona plans on generating 1,000 bikes for the program. One main reason that has allowed such a great allotment of AfricaBikes is the support the program has received from the 2-for-1 AfricaBike sales program where Kona donates one bike for every two purchased to BikeTown or other non-profit and non-governmental

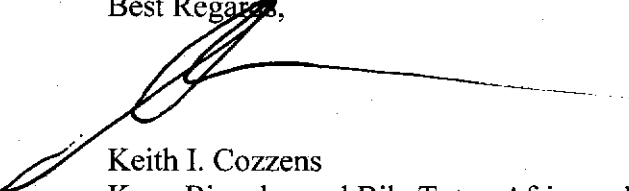
organizations (NGOs) whose missions include helping to improve the quality of life in sub-Saharan Africa.

This year, we will be completing four trips to Africa in June and August. The program will stop in Mozambique, Swaziland and twice in South Africa. Interested individuals will also have the opportunity to travel with the program to these destinations.

For more information on BikeTown Africa and how to Adopt-a-Bike check www.konabiketown.com, www.securethefuture.com, www.konaworld.com and www.bicycling.com.

We greatly appreciate your support and until next time ride smart, use your kickstands and keep Africa on your mind.

Best Regards,



Keith I. Cozzens
Kona Bicycles and BikeTown Africa public relations manager
kcozzens@basecampcomm.com
(307) 734-7575

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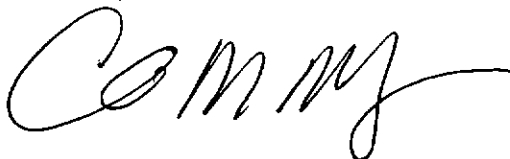
To Whom It May Concern:

This letter represents my enthusiastic support for an independent project being undertaken by Christine George. Christine is currently a student at Virginia Tech who has caught the attention of the Honors staff on multiple occasions. I have personally agreed to oversee Christine's management of the project and University Honors will provide resource and technical support. Christine has a proven track record of proposing, organizing, raising the needed funds and following through with projects.

This project stems from Christine's past travels to the African continent and first-hand experiences of the obstacles to health-care in remote regions. She has a sincere passion to make a difference. She is an optimistic person with a realist base. When Christine became aware of the BikeAfrica program initiated by the Kona Bicycle Company she immediately appreciated the broader community-health implications. Christine's efforts are building on an ongoing international program with a proven success. She will be enlisting assistance from a select few undergraduate underclassmen. Under her tutelage these students have a unique opportunity to be mentored by a person with character, integrity, and a strong moral sense that talented people have special responsibilities.

Please feel free to contact me (contact information in header) if you have questions or concerns regarding Christine's proposal.

Sincerely,



Christina M. McIntyre

Associate Director, University Honors

Invent the Future