



**Gerald M. Czarnecki,  
President &  
Chief Executive Officer**

October 23, 2009

Matthew Chan  
1639 Bradley Park Drive  
PMB 110  
Columbus, GA 31904  
Phone: 706-565-5090  
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Dear Mr. Chan,

My name is Gerry Czarnecki and I am the CEO of O2Media Inc. I have been reading your column for some time and the postings regarding our company. I have been involved in O2 Media for three and a half years. For the first 1 1/2 years, I was a leadership and strategy consultant to the company. I became so committed to the positive mission, vision and values of the company that I made a decision to work with Mark Alfieri, as the President and CEO and partner, to "take the company to a new level of excellence."

In the event that you have no idea who I am, and what I have done before joining O2 Media, it is easy enough to find that information if you are really interested in knowing the facts. In short, my life and career are not a scam. Integrity and peak performance are my entire life and reputation, hence, allegations about our being a "scam" simply are not acceptable to me, and I must respond, and respond aggressively to those allegations.

I understand that about 6 months ago, Harry Schulman, former President & CEO of Applica (Black & Decker Consumer products) contacted you to speak on our behalf and you did not seem receptive to that effort. That said, I want to try to avoid a "Cyber space duel." Hence, I believe that the best way to show you the merits of our position, is to invite you to our facilities so you can see evidence that will clearly invalidate negative postings about our business. I believe that once you have come to check us out, you will see for yourself that we do what we say we are going to do, and do it with quality and integrity. Please let me know if you can come to our offices and explore the things that have been posted about us and I will make certain that we create a day where you can meet our management team and associates and tour our facilities. I truly hope you will accept our offer.

Sincerely,

**O<sub>2</sub> Media, Inc.**  
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