

Riverdale, NY 10471

January 21, 2009

To Whom It May Concern:

My family has been dealing with Assaf Cholow on a regular basis since 1999. I am pleased to recommend Mr. Cholow as an outstanding property manager and real estate broker. More importantly, I can recommend him as an individual who is thorough, meticulous, knowledgeable and totally honest. My family and I trust him without any reservations.

From 1999-2004, we were regular guests at the David Citadel Hotel in Jerusalem, where Assaf was the Concierge. During each of our stays, we relied on Assaf for assistance and problem-solving, which he performed with the highest level of knowledge, enthusiasm and integrity.

We purchased an apartment in Jerusalem in 2004 and contracted with Assaf in 2005 to supervise completion of our renovations and subsequently, to manage the apartment in our absence. Some time after that, Assaf called our attention to the apartment adjacent to ours, which was being offered for sale. We engaged Assaf as our real estate broker to represent us in negotiations and ultimately in a successful transaction to purchase that apartment. We then contracted with Assaf to supervise renovations on the second apartment and when completed, to manage both apartments in our absence.

I am happy to report that Assaf Cholow has displayed the highest level of professionalism and integrity in all business and personal dealings that we have had with him over a 10-year period. He cares for our property and belongings like his own, he represents our interests with the utmost care and respect, and he always displays superior initiative and intelligence.

I am pleased to recommend Assaf Cholow at the highest level.

If you wish to follow this up with specific questions, my contact information is available from Assaf.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ilana Lerner". The signature is fluid and cursive, written in a professional style.