

November 19, 2009

Mr. Lenny Lange
Arcade Marketing
Chattanooga, TN

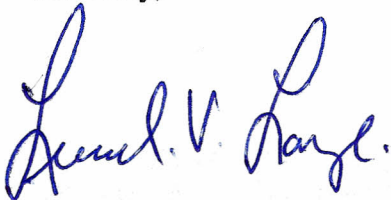
Our customer wanted to leave a positive first impression with lipstick consumers at the retail stores by providing a first class sample package. Our company was challenged with this task of delivering a one time use sample for the launch of their signature line of lipstick. These samples have provided first experience with a product and the appearance that represented an image the company would like to portray in the mind of the potential buyer.

Rapid Development Services, Inc. has helped Arcade to perform liquid fill, package an applicator, and provide a safe easy to open design. The challenge was to design a cost effective trial sized cosmetic package that was on time and within budget. The RDS designed robotic handling system minimized risk of material damage. The system ensured that each production cycle was able to control the specific amount of liquid lipstick to be dispensed into each cavity and precise print registration. A 20-minute color change over ability allows us to support our customer's full line of 39 total colors.

This new automation technology was designed, built, tested, and installed within 25 weeks. The flexibility and speed of this new technology allowed us to supply our customer with 50,000 samples per day. We have been running two systems built by RDS for over 8 year's trouble free.

We appreciate all the efforts of RDS engineering, fabrication, and installation teams that made this project a great success. We highly recommend their technical ability to other manufacturers.

Sincerely,

A handwritten signature in blue ink that reads "Lenny V. Lange". The signature is written in a cursive style with a large initial "L".

Mr. Lenny Lange
Director of Engineering
Arcade Marketing