

June 6, 2006

Ms. Julia Francombe
The Ol Malo Trust
Ol Malo Ranch
Samburuland, Kenya

Dear Julia:

It is with great pleasure that I write to you today. On behalf of The People's Princess Charitable Foundation, Inc., we would be humbled to bestow upon you the 2006 Humanitarian Rose Award for Social Entrepreneurship in recognition for your tireless work to improve the lives and create economic sustainability for the Samburu community, particularly its women and children.

To recognize the generous commitments of the late Diana, Princess of Wales, known posthumously as "England's Rose", The People's Princess Charitable Foundation, Inc. has created The Humanitarian Rose Award to honor the extraordinary charitable achievements of extraordinary individuals. These outstanding Honorees have demonstrated that they share the late Princess' commitment to assist the less fortunate. The Humanitarian Rose Award recognizes the heroes among us who supplement their own compassion with the power of global humanitarian actions.

The People's Princess Charitable Foundation, Inc. will host the second in a series of international humanitarian award events entitled The Humanitarian Rose Gala on November 4, 2006. This unprecedented evening will celebrate the charitable legacy of the late Diana, Princess of Wales, within The Royal State Apartments at her former home, Kensington Palace. In a private setting, this historic event will convene 170 philanthropists, celebrities, and government officials to celebrate fervent humanitarian dedication.

I truly hope that you will be able to join us at Kensington Palace on November 4, 2006 to receive The Humanitarian Rose Award For Social Entrepreneurship and to provide some words of inspiration to our other guests. In addition, I am pleased to advise you that The Ol Malo Trust will be entitled to purchase tables for your guests as well as have the opportunity to sell seats for the benefit of the Trust.

Thank you so much for your kind consideration, and I look forward to hearing from you soon.

Respectfully,

Maureen Rorech Dunkel
CEO and Founder
The People's Princess Charitable Foundation, Inc.
2913 Safe Harbor Drive
Tampa, Florida 33618
(813)482-2796