



Co-operative Limited

Petroleum Operations

February 27th, 2009

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Thank you for the opportunity to reflect on the impact Warren's presentation had on our recent UFA Petroleum Agents Meeting. As the world economy faces some of its most significant challenges in decades, our business will undoubtedly be affected. In booking Warren we had hoped to achieve three objectives:

1. Get the organization focused and to start preparing for the challenges and adversity ahead.
2. Help team members recognize that the world has changed: we need new thinking and a different approach to resolving old problems.
3. Inspire the team: provide a powerful example of how responding to adversity can make us better and ultimately improve our business and personal performance.

With Warren's presentation, we achieved all three objectives. Warren is a captivating speaker. He held the audience and kept them mesmerized from the moment he stepped on the stage right through to the standing ovation. Warren's experiences and the way he has responded to the challenges he has faced, is not only a touching and inspiring story, he does a masterful job of making it all relevant to today's business environment. The theme for this event was "Against the Odds - Managing in Challenging Times." Our group responded exceptionally well to his presentation and the way he applied his experiences to our situation. At a time when it's easy to be discouraged and disheartened about business or life, it's tough to come away from Warren's presentation, without feeling more gratitude, more committed and more resolved to change the way we perceive life, business and adversity. It's difficult to complain about your own situation when you see what Warren has done to challenge himself and overcome insurmountable odds.

Wishing you all the best.

A handwritten signature in black ink, appearing to read 'Jimm Holland', written in a cursive style.

Jimm Holland
Director, Petroleum Operations