



Jarroy of London

JOKES, NOVELTIES, MAKE-UP, CARNIVAL, HALLOWEEN & MAGIC

UNIT 8, HERON INDUSTRIAL ESTATE, COOKS ROAD, STRATFORD, LONDON E15 2PE

TEL: INT+ 44 - (0) 20-8519 7780 FAX: INT+ 44 - (0) 20-8519 7265

July 12, 2000

To Whom It May Concern

RE: <http://www.jarroy.com/>

JARROY OF LONDON

One of the biggest B2B sites for funny toys in Europe, Jarroy features reseller registration, different prices for different resellers, multilanguage support, sales statistics, etc. With current site Jarroy of London can fully publish their operations on the Internet and do business with more than 10,000 resellers all over the world in a quick, reliable, and paperless way. The site also provides end-user sales, locate store, dynamic news, etc. System administrators can change each product information including photo, description, prices, etc trough web-based secured interface. Administrators can monitor user activity in the site and define company keep-in-stock strategy according to the changing marketing needs.

We are very pleased with the site and have found it to be a great asset in introducing new customers to our large range of products, and in showing old customers our latest items.

George Goldstein
Director
Jarroy of London