



September 20, 2008

Michael Kolowich / Diginovations
676 Elm Street, Ste 200
Concord, Massachusetts 01742

Re: AmSafe Airbag Videos

Dear Michael & Team,

I just want to send a brief note to thank you and your team at Diginovations for the outstanding work in both conception and production of our recent series of videos featuring the benefits of AmSafe's airbag (AAIR) product line.

As you know, we have invested significant time and capital developing a breakthrough life-saving product for the aviation industry. While my team and I excel at innovation, technical product development and reliable quality manufacturing, we have struggled when it comes to effectively imparting the primary advantage and feature of AAIR to our customers; AAIR can save lives and significantly reduce the horrible types of injuries sustained in airplane crashes. We have successfully completed the product line but have been unable to communicate the benefits to potential users in a way that touches them. I believe this is a common obstacle faced by engineering and manufacturing-centric firms like mine in the final stages of new product introduction. You have provided the missing link...

The "Accident over Boyceville" video really captures and brings out the emotional component of our product. It tells the story that has motivated us to develop this product from the beginning in a way that our customers can connect with and relate to. In the video piece that relates to ease of installation, your idea of using the experience of an actual aircraft owner through the day of installation was brilliant, and I believe it addresses one of the main potential objections for an interested customer (downtime and invasiveness of installation). Great job!

I also need to comment on how quickly your team was able to learn what matters about AmSafe and our product, generate ideas, assemble the video, and produce the resultant top-quality product. Thank you again and I look forward to undertaking future projects with Diginovations.

Sincerely,

Ken Beckemeyer
President & CEO
AmSafe Global Holdings, Inc.