

Hi.

July 20, 2011

Dear Profero London,

After hours of tireless craftsmanship to ensure an aesthetically pleasing and, more importantly, a safe cleaver award that you can show off to all of your friends without injuring them, I am pleased to present to you the first place award for the Profero/Plan.Net 2011 BOBs Campaign of the Year.

Although each cleaver is mighty in its own way, your cleaver is the mightiest of all, indicating a job very well done. You truly are the best of the best! Congratulations Matt Everitt and your talented team for creating a wonderful Mini campaign!

Now keep up the hard work and prepare a spot on the mantle for next year's award. That is if you think you can maintain the title...

Lovingly yours,
The Profero New York team

