



Western Fish Company, Inc.

842 N. Flint Avenue, Wilmington, Ca 90744
Tel. No. (310) 519-0254 Fax No. (310) 519-3707

Dec. 24, 2009

To Whom It May Concern:

Western Fish Company, Inc. is a vertically integrated purveyor of seafood based in Wilmington, Calif. with international connections for the exportation and importation of seafood products to and from Asia and Mexico and Europe. We own and operate two Coast Guard approved vessels from our refrigerated dock-side warehouse located in Fish Harbor on Terminal Island. The vessels are classified as "purse seiners" and are engaged year-round in the harvesting of squid, sardines, mackerel, blue-fin tuna and bonito off the California Coast primarily in the area off Catalina Island up to the Western Santa Barbara Channel. The vessels are the f/v Kathy Jeanne and the f/v New Stella and can be seen on our corporate website at www.westernfish.com.

The cost of fuel for the main propulsion engine and twin generator engines on each boat has always been one of the top 3 unavoidable expenses necessary to operating these boats each of which burns on average 200 gallons of marine grade ULSD per day on weekly outings to and from the fishing grounds. From early spring 2008 through the summer of that year, we and every other commercial fishing operator in the area, were hit by the most dramatic rise in fuel prices we have ever experienced. For most of that year we were paying \$4 or more per gallon making a 2,000 gallon fill-up of each vessel a very expensive purchase which was taking a significant bite out of profits.

Fortunately, a retrofit device called the Fitch Fuel Catalyst was being tested that summer by other vessel operators in the area and proving effective at reducing fuel consumption 15 to 20 percent. We followed their recommendation and equipped both of our boats as quickly as possible. Since each boat had fairly old and well-worn main propulsion engines (Caterpillar 3406 and Cummins N-14), the fuel savings did not appear until about 10 weeks (250 to 300 hours of operation) after installation of the device. This was explained as a period of engine cleanout where accumulated deposits of unburned hydrocarbons over the years would be gradually broken down and burned off due to the more complete combustion of the fuel. Our engineers, who travel with the boats at sea, did notice an almost immediate increase in the amount of debris being collected in the fuel filters. This required as many as 3 filter changes per week until the engine cleanout was complete. From that time forward, both of our ship's captains have reported some very impressive results:



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Kathy Jeanne – Captain Vito Terzoli

Upon returning from operating out Ventura Harbor for approximately 3 weeks in October, 2008, Captain Vito was astonished to learn the vessel had only consumed 1800 gallons of fuel verses the expected 2400 gallons. Captain Vito also likes to pilot his boat faster than most other purse seiners and has noted a gain of nearly 1 knot of speed without adversely impacting his fuel savings. He later purchased a Fitch fuel catalyst kit for his personal diesel pickup truck and is quite pleased with the improved performance.

New Stella – Captain Sal Terzoli

Vito's younger brother Sal is a hefty young man who was at first very skeptical that this product would work. His was installed about 6 months after the Kathy Jeanne was already showing more than 15% reduction in fuel consumption based on daily logs and purchase records. Captain Sal has also become a believer now that he has personally seen approximately \$2,000 per month more proceeds from the same catch in the crews pockets based on the ships reduced fuel bill. Captain Sal estimates fishing the same areas, he is now able to go 2 ½ to 3 weeks between refueling as compared to every 2 weeks prior to installation of the unit. Another observation of note on this boat was that in the summer of 2009, a section of exhaust pipe called the "wrinkle belly" cracked and was replaced. The pipe fabricator noted that the old one was extremely clean inside as compared to all the others he had done in his 35 years in business. This was attributed in part to the cleaner exhaust emissions passing through the pipe.

Western Fish Company is so pleased with the results of our investment in the Fitch Fuel Catalyst on our two fishing vessels that we are now in the process of outfitting our fleet of refrigerated diesel trucks so that we can reduce that fuel expense as well. We would be pleased to discuss our experience with the product and recommend it to any business trying to cope with high fuel prices and the current difficult business climate. Please address any inquiries to our distributor, Mr. Mark Phillips of Power Fuel Savers LLC (www.pofusa.net) who can be reached at (562) 537-0165. Mr. Phillips will be happy to make arrangements for you to speak to one of our staff or vessel crew familiar with the results stated in this letter.

Sincerely,

Mr. Lillo Augello
President