

April 26, 2011

Mr. John Tschohl
President
Service Quality Institute
9201 E Bloomington Freeway
Minneapolis, MN 55420-3413
U.S.A

Dear John,

Your presentation to our top 500 leaders in March 2011 was awesome. Everyone loved your dynamic delivery, content, style and service strategy message. More organizations in Ethiopia need to hear your service strategy message.

Everyone loved your vision on Empowerment. Ethiopian Airlines is committed to your service strategy. Your approach is practical and much focused. I can see why you are called The Internationally Recognized Service Strategist.

The three year service culture plan we launched with your firm, Service Quality Institute, will help us become a 4 Star Airline with 5 Star Service. We love the programs, process and hands on support you and your team have given us.

Sincerely,



Tewolde Gebremariam
Chief Executive Officer