



May 13<sup>th</sup>, 2009

Dear Madame President,

While the world was expecting the Avian Influenza to mutate into a strain which was capable of human to human transition, end of April, we were hit by the news coming from Mexico of the new Swine Flu, which is now called as Influenza A (H1N1). Apparently this new strain was a combination of the Swine Flu, Avian Flu and Human Flu viruses built into one and was capable of spreading among humans.

Such news almost always has a huge impact on the hospitality industry and it brings the professionals in the industry the responsibility of lives next to the challenge of keeping a sustainable business.

Until now, the communication from the authorized bodies of WHO and CDC has been around promoting a clean and healthy life style and processes in order to keep this mishap away. It figures cleaning and hygiene are the only effective methods to keep the hospitality customers and employees safe and the business sustainable. At JohnsonDiversey, we are already working together with many of our customers to secure such a position by implementing the right processes and approaches into their operations.

As SKAL remains as a close partner to us, with your initiative, we found it necessary to communicate the latest news and prevention methods to our friends and partners at SKAL. We are happy that we got the information together to create the [www.skalagainstinfluenza.com](http://www.skalagainstinfluenza.com) site for you. At this site, members will be able to reach to the latest news, as well as get information on effective prevention methods. As cleaning and hygiene plays top priority role, we have also devised a hotline, [influenza.hotline@johnsondiversey.com](mailto:influenza.hotline@johnsondiversey.com), to be able to answer to the specific questions of SKAL members. I would ask you to allow us around 24 hours to attend to the questions raised at this hotline.

The site is multi lingual which I believe you will find useful. Until the end of the week, we are expecting to have more than 10 languages running at the site.

As partners, we are hoping that our efforts will help the SKAL members to take precaution against this and other mishaps that endanger lives and business.

Kind regards,

Alp Aksoy  
Director, Integrated MarComm  
Europe, Middle East and Africa