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There is much excitement and activity transpiring for NAF A's promotion of wild fur at this time. Two major projects are underway right now that began late last year. These are referred to as *Northern Lights* and *Gen Y*.

Northern Lights began in Asia when Paul Flemming, Chairman of the Board of Directors of NAF A and a prominent fur farmer from New Brunswick who is a solid supporter of NAF A's Wild Fur component, clearly identified the immediate need to stimulate sales in Wild Fur before the next major sale. The "fix" was not meant to be a temporary one but one that could create an ongoing sustainable market for Wild Furs. The Board was in unanimous agreement and pledged the full support of the auction company.

The Wild Fur Shippers Council, Chaired by Stan Smith, a well-known trapper from British Columbia, has given their full support to Gen Y, which began as a research project amongst university-level design students in Italy, Russia and Canada. The program evolved into a collection of 80 small pieces of fur garments and accessories that were further discussed with the young consumers in Canada to judge their reaction. The purpose was to find a new market in North American that offered potential growth.

Both projects were in search of a new younger market and focused on wild fur created in designs that were fresh and trendy and could be produced at a target price point.

Although it is less than a year since their inception, we are taking an in-depth look at both Northern Lights and Gen Y. The original mandate to Northern Lights to motivate buyers into investing in wild furs for promotion in Asia was achieved at the first sale of the year and several events will take place this fall/winter to further the goal of enticing the younger generation to experience fur. Gen Y continues research into alternative sales methods for attracting young consumers and educating them in the process.

In looking at the actual collections of Northern Lights and Gen Y, we found that there were several overlaps in designs. The young designers from Italy, Russia and Canada had a common desire with the young designers from Japan, Korea and China for multi textured furs in scarves, boleros and capes as well as lifestyle accessories. In the high tech world that this young generation lives in, there are no borders, time zones nor defining lines in fur fashions.

At NAF A we are now asking ourselves, "why not take the best of both projects and create a synergy that allows us to achieve the best results for everyone?" We must take care to educate this young generation, to nurture their creativity, to provide a purchasing platform that addresses their lifestyle. At the same time, we must take the commercial responsibility to provide skin processing, manufacturing and distribution for the skins within our projects.

Whether known as NAF A Northern Lights, Gen Y or any name, this is a project that we as your auction house and marketing company have undertaken for the benefit of our trappers and for the sustainable use of our Wild Furs throughout future generations. We hope you will join us in our quest to attain these goals.

Diane Benedetti
International Marketing Director

