

January 27, 2009

Dear Friends,

It is with great excitement and enthusiasm I am able to announce we are close to the completion of Jordan River Village and are looking forward to the time when we will begin welcoming children.

Currently, the status of the construction is:

- all campers cabins have been built
- all other buildings are at advanced stages of construction and are scheduled to be finished by the end of March
- all infrastructure (roads, electricity, water, sewage treatment) will be finished by March
- landscaping has commenced
- bids for fixtures, fittings and furnishings are in the process of being solicited.

I have attached recent photographs of the site and buildings so that you can see what your time, talent and dollars have built to date.

It is because of you, we have been able to achieve this progress despite a difficult financial year. Our construction costs were substantially increased due to the rapid decline of the dollar. That coupled with the reduction in the profitability of Israeli based businesses have resulted in fewer in-kind contributions than we had counted on to cover a significant portion of our build out. As a result, even though we have raised more than \$25 million, more than we originally budgeted, we are still facing a shortfall of approximately \$2 million.

Nevertheless, we are confident that having come this far we will be able to complete Jordan River Village and begin helping children this year. The Village is looking forward to welcoming its first campers by late summer.

We estimate that it will cost approximately \$2,000 for each child we bring to the Village. We expect the Government will contribute a portion of that amount under its existing child care programs, leaving us with the challenge of raising the rest through private donations.

We hope we can count on your support. While this is not the best of times to be soliciting donations it is a far graver time for the many ill children for which Jordan River Village has been erected. Please, stand with us and be a part of this major fund raising effort.

The Village co-chair, Topol will be reprising his award winning performance in "Fiddler on the Roof" in cities throughout the U.S. A copy of his schedule is enclosed for your information. As he has done in other countries, he plans to use the tour to tell the Jordan River Village story. While in your city, he would be delighted to meet you and your friends. If you would like to meet with him please let us know.

As we move closer to the village opening, we hope you will send us your e-mail address so you may receive updates.

On behalf of everyone who has worked over these years to make the dream of Jordan River Village a reality I want to again thank you for your support. Your generous donations mean children with serious illnesses will be able to enjoy a memorable childhood experience nothing short of priceless.

With kind regards,

Michael Finkelstein
Chairman