

GLASS provides information & referrals on lead poisoning & lead contamination prevention & management, with the goal of eliminating lead poisoning globally & protecting the environment from lead. GLASS is run by The LEAD Group Incorporated ABN 25 819 463 114



Tuesday 1st May 2007

Sir Richard Branson,
Virgin Limited,
120 Campden Hill Road
London W8 7AR United Kingdom

RE: How would you like to be associated with correcting and putting to rest what has been called "THE mistake of the 20th Century?"

Dear Sir Richard,

Thanks very much for your speedy acknowledgement slip of my first letter to you dated 26/3/07 in which I asked you to please phone Innospec to ask them to stop supplying lead additive for petrol for road use.

Just in case you needed a little more background before deciding about making the call, please find below my latest email to Innospec, which, regrettably has not to date received a response.

I trust that you will see this as a perfect opportunity to make the future brighter for a quarter of a billion people and to be the hero of the piece in having your name forever in the history books associated with the end of road use leaded petrol. A pretty big upside for one phonecall eh?

I look forward to hearing from you about your decision.

Kind regards

Elizabeth O'Brien, global lead poisoning elimination campaigner

----- Original Message -----

From: info@lead.org.au

To: David.Turner@innospecinc.com

Cc: paul.jennings@innospecinc.com

Sent: Sunday, April 01, 2007 9:27 PM

Subject: Re: URGENT REQUEST: Please convince your customers to buy alternatives to alkyl lead for petrol for road use

Dear Dr Turner,

thanks for your email. By sending it you have complied with my first request, that is, you have let me know that you received my email of 27th March & the resend of the earlier 13th February email.

I am lost as to your response to my second request however. I have asked for no information so where you have written "we are unfortunately unable to provide you with the information you are looking for" I simply do not understand what you mean.

My second request to Innospec was not for information. My second request to you was for your response to "the urgent request to you that your company supply alternatives to alkyl lead for petrol for road use for the remaining quarter of a billion people currently being totally preventably lead poisoned by your product." Can you please let me know your response to my urgent request?

The prevention of the most easily preventable lead poisoning of a quarter of a billion people depends on your response. I'm sure you'll agree that the request is worthy of your response.

I have not asked you to convince your avtel customers to buy alternatives to alkyl lead for avgas. I have only asked you to convince the customers who use your alkyl lead for road use, to buy instead the alternative additives that Innospec makes. This is a win-win request: Innospec stops the easily prevented lead poisoning of a quarter of a billion people, and thus earns

the right to state: "Innospec is a dynamic and forward thinking company, built on strong company values with a passionate commitment to sustainable development." [Reference: <http://www.innospecinc.com/index.cfm> as at 1st April 2007]

Whether you are a doctor of medicine, engineering, philosophy, economics... you name it - this request can be seen to make sense to a specialist in any discipline. I am simply asking you to set a business unit direction towards your non-alkyl-lead octane enhancers for your road use petroleum customers. My personal aim is that you would stop selling alkyl lead to companies who will put it in to road use petroleum, in time for the leaded petrol to be flushed out of the tanks, tankers, pipes etc by the end of 2007 or sooner. I understand that this would mean you convince all your customers this is a good idea by about mid November or sooner. You could aim for one country a week and you'd have achieved the goal in 17 weeks - ie by the end of July. This would give plenty of leeway just in case any country experienced the kinds of difficulties flushing out the lead that Indonesia is experiencing. I trust you are the Director to make it happen.

I look forward to your earliest reply.

Yours Sincerely

Elizabeth O'Brien, Winner of the United Nations Assoc'n of Australia (UNAA) World Environment Day (WED) Award for Outstanding Service to the Environment, 2004.
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