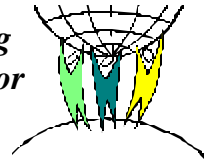


# Innovative Marketing Associates

*Empowering  
your team for  
success !*



July 7, 2003

To whom it may concern,

I have known Russ Lombardo for several years and have used his insights to assist me in my business. His specific insights that have assisted me are:

1. Knowledge of the importance of business process analysis
2. Experience in the customer relationship management (CRM) field
3. Experience in working for a consumer product industry and what customer service really means.

These are qualities that are important to every business. As such, I believe that Russ can assist companies that have the true desire to take their businesses to the next level.

Sincerely,

A handwritten signature in black ink, appearing to read "John D. Kassar".

John D. Kassar  
President  
Innovative Marketing Associates