

EDWARD A. MARRA
PRESIDENT & CEO

To whom it may concern:

RE: Vince Poscente

We used Vince at our National Sales Meeting presentation in August 2001 at a time when we had re-organised and were looking to significantly improve our growth and profit levels. His presentation was dynamic, entertaining and taught us all that with focus and determination, any goal could be achieved.

His "yellow dot" has become an icon within our company to remind everyone in our organisation to aim higher.

Since August, our performance has improved, and we invited Vince back to participate in our Nutrition and Ice Cream sales meetings and the response was equally positive.

While many motivational speakers are available, Vince inspired our team and I recommend him highly.

Sincerely,

A handwritten signature in blue ink, appearing to read "Edward A. Marra".

EAM/sg