

January 30, 2007

To Whom It May Concern:

Mark Paul recently assisted my early stage startup by conducting a strategic marketing survey to better position the company's marketing messages and product offerings. As a result of the project, I now understand my customer's needs, the sales cycle and the target market better. Mark added significant value to the strategic direction of my company and made the project a very positive experience, both personally and professionally.

As a first time entrepreneur, Mark helped me understand complex marketing and business theory and served as an excellent mentor and educator. In addition, as a venture in residence at the Open Technology Business Center (OTBC) incubator, I was able to observe Mark interact with other entrepreneurs as well as experienced executives. He consistently communicated effectively with people at all experience levels and always earned the highest respect. I am confident in saying that Mark is an excellent business consultant for companies of all sizes and people at all levels of responsibility.

If you want a consultant who will quickly understand your company and add value from day one, then hire Mark Paul.

Sincerely,



Steven Werner
President and Founder