



May 7, 2010

Mark Paul
Synergy Consulting Group
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Dear Mark,

I want to thank you for serving as our interim Chief Marketing Officer this past year at OCP. I truly feel that you accomplished more in the past 12 months than any of your predecessors have during the past ten years.

Key among your many accomplishments are the following: the research results related to our missal, Hispanic and youth customers; and the refocusing of the marketing message for our worship programs (“Engage, Unite, Inspire”) due to what we learned; beating budgeted circulation for our core missal products by 20,000 subscriptions; reversing the downward trend for hymnal sales; and your critical assistance with our new Mass settings initiative.

In addition, your presence on our General Management Team ensured that the Customer had a seat at the table alongside Products and Operations. Also of great value was your ability to confirm or dismiss much of the anecdotal information that staff had about our customers and market. This expertise was new to OCP and really helped us to separate “fact” from “fiction.”

I’m pleased that you’ve agreed to continue assisting us in a consulting capacity during the coming months. I look forward to working with you on the projects we identified, and I fully expect that we’ll receive the same high-quality results as we received during your tenure as our Chief Marketing Officer.

Best regards!

John J. Limb
Publisher