



February 1, 2009

Reference: Blue Ocean Strategy Speaker Katrina Ling

To Whom It May Concern:

Our company employed the services of Katrina Ling as a keynote speaker at our 2009 North American Sales Summit in January. We also made the Blue Ocean Strategy our overriding theme for the meeting. All participants were shipped copies of the book in advance and requested to read them, and we even weaved elements of the Blue Ocean strategy into most of our presentations.

Katrina delivered a very good presentation on the Blue Ocean Strategy, which was particularly faithful to the content of the book. She also participated in 3 Teleconferences with key members of our management team, well before the meeting date, to assure that we gained alignment on the concepts of Blue Ocean Strategy. Finally, she met with our entire senior management for a luncheon following her keynote presentation. We feel that we received good value for our investment in Katrina Ling as a speaker, and would confidently recommend her to others.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Tom Albright', written in a cursive style.

Tom Albright
Vice President Marketing, North America