

August 6, 2002

To Whom It May Concern,

As the owner of a small business I have learned to appreciate people that make contributions above and beyond what is expected of them. In the business of client relations you won't find an employee that contributes or cares more than Kimberly Graf. I have always said if I could just find employee's that cared about my business as much as I did I would be successful.

Kim is that type of person, she is forward thinking, energetic and very detailed oriented. She works well with clients and gives attention to the smallest details. She applies herself not only to her own work but pitches in with others and their projects too. Kim is a self-starter, she didn't wait to be told. Kim is a good person and very conscientious.

Probably an area in which Kim was very mindful in was budgets and deadlines, she managed both very well. She constantly thinks about all details regarding a project and stays on top of all communications between the client and the agency team. Kim was very dependable and would not let an error pass her desk.

We are very sorry to lose Kimberly and would certainly recommend her as an employee at your company. If you have any questions or would like a personal recommendation, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to read 'David F. Bellso', written in a cursive style.

David F. Bellso
President



brand zealots

To whom it may concern:

As partner and Chief Creative Officer in a small, fast-paced advertising and marketing firm, I have had the good fortune of working with a number of very talented, very energetic people.

Kimberly Graf was truly one of the best and brightest. I had the pleasure of watching Kimberly grow as our agency grew. She started with our firm as an assistant account executive, and quickly rose to become one of our most trusted senior account executives. The reasons for her success within our organization were simple: Kimberly is smart, detail-oriented, client-focused, and passionate about her work. She understands what it takes for a client to succeed, and she will do everything in her power to make sure that happens. In fact, our agency's philosophy is to "run through walls" for our clients. No one lived that mantra more perfectly than Kimberly Graf.

I was sorry to see Kimberly leave our agency, an unfortunate casualty of the downsizing that became all too prevalent in our industry last year. In my opinion, her unbeatable work ethic, thoroughness, and eagerness to please have yet to be replaced. What's more, her appreciation for great creative is something you don't often see in those of the "account side" persuasion. In short, I truly miss working with her.

However, my loss is your gain. If you hire Kimberly Graf, you will be getting a bright, talented addition to your team – one that will never let you, your team, or your clients down. Guaranteed.

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