

December, 2011

To Whom It May Concern,

Along with the VP of Federal Business Development, we hired Charlie Breeding in May, 2010 as Director, Business Development for Avanade Federal Services LLC (AFS). Immediately upon hire, Charlie set upon improving our website, building sales collateral, formulating and refining sales strategy, detailing an account development plan, and driving incremental internal improvements that better positioned AFS to compete in the Federal marketplace. He was personally responsible for the DHS, US Army, GSA and US Postal Service accounts.

In FY'11, his first year, he was 150% of his direct sales quota. He expertly managed existing accounts while also successfully bringing new contract wins to AFS such as GSA Office of the Inspector General – a prime-contract win, the first for AFS in three years. Working collaboratively with AFS internal SMEs, technical solution architects and internal colleagues, he was a key member of our TMT (Task Mgt. Tool) software solution sales success starting in January, 2011 to manage the US Army and DoD Joint Commands for AFS where they realized significant sales growth.

Mr. Breeding also was instrumental in working with Accenture, Microsoft, large system integrators, and 8As and small business expanding our sales capabilities and results in teamed partner sales. For example, he personally led joint account planning meetings with Accenture-Federal and Microsoft-Federal several times a year, and assisted in the thought leadership for Avanade cloud solution offerings.

Over the last 18 months, I've found his integrity never in question. He earned trust from his colleagues and clients. His executive presence was respected internally. Besides serving as a rainmaker for us, he also provided leadership for the team. For any company or CEO looking to build revenues and sales, I would highly recommend Charlie Breeding.

Rich Stern, CEO  
  
Avanade Federal Services LLC

## Employer Executive References:

39 Gulick Road  
Ringo, NJ 08551

To whom it may concern

From the period May 2008 – December 2009, I served as Chairman of a NJ-based start-up that initially went by the name Knowtions Inc, now doing business as Coachware Inc. I became involved in Coachware as an investor in February 2008 and prior to that the company was based out of a building on one of my properties so I was familiar with its operations.

For a portion of the above period, until January 2009, Mr. Charles Breeding of North Carolina served as the senior sales person for the company, with the title of Vice President.

During the period in which I was involved in Coachware, Mr. Breeding was responsible both sourcing and managing the single largest account for the company and for the 2008 period was responsible for more than 50% of the company's total revenues.

Additionally in my dealings with Mr. Breeding I found him to be a person of the highest ethics and am on record as repeatedly praising his professionalism during through the trials and challenges associated with a start up business.

I will happily stand reference to both Mr. Breeding's character and his talents as a business development executive, and would have no hesitation in recommending him for any position that matched these skill sets and attributes, nor would I think twice about hiring Mr. Breeding in to a similar position were he to apply for such a position at any other business in which I am or will be involved.

Should you have any further questions or points of clarification please do not hesitate to contact me.

Yours faithfully

Daniel Willams, former Chairman, Knowtions, Inc