



To Whom It May Concern:

I feel privileged that Donna Marie Serritella would think enough of me to have an interest in my sentiments towards her and her company. I have known her for almost a decade now. We have worked together for companies I have, and cooperatively for other companies in Direct Selling.

First and foremost, you will find Donna Marie to be very personable; and in a people business, this is everything. This characteristic will provide you with keen insight into understanding your Independent Representatives reaction's to your strategic plans. She is an extremely creative individual with exceptional skills in all areas of marketing, organizational tasks, and project management as she helps devise and deploy tactical direction for your organization. Her consultation proves to be insightful, and valuable with her services being delivered on time and on budget.

Donna Marie's knowledge about the Direct Selling industry has afforded her significant experience assisting new startup companies build the foundation needed for success.

I would highly recommend Donna Marie as an expert Direct Selling consultant since I have used her myself. Her integrity and professionalism would be an asset to your organization.

Sincerely,

Fred Cooper PhD

A handwritten signature in dark ink, appearing to read "Fred Cooper", written in a cursive, flowing style.