

March 28, 2003

To Whom It May Concern:

I am pleased to write a letter of recommendation for Cat MacLeod. I have known Cat since he was enrolled in my MKT 339 course, Spring 2003. He is a hard working student and would be an excellent addition to your staff.

Cat's performance in my Advertising Strategy class was excellent, and is one of the most promising marketing students I've taught. He understands the nature of marketing on an instinctual level. I've watched him creatively use his skills to develop original marketing ideas and communicate them effectively.

I had my students do real-life integrated marketing strategy projects and Cat worked on the Frank Howard Allen Realtors project. Cat created several radio spots, advertisements and new strategies, which impressed the client. He also worked very well with his teammates, and is a natural leader; his team provided an excellent report.

I also enjoyed Mr. MacLeod's formal presentations. His work is technical, but also accessible and he clearly demonstrates willingness – indeed, an eagerness – to help students develop their own projects.

In my view Mr. MacLeod compares favorably with the best among my students. I am sure he will make an outstanding employee and will bring success to whatever endeavor he dedicates himself. As a current Adjunct Professor, I am happy to lend my recommendation to him for his pending appointment with your firm.

Please contact me should you have any questions.

Yours sincerely,

Linda S.

Linda S. Duke
Principal and CEO, Duke Marketing



4040 Civic Center Drive, Suite 200

San Rafael, CA 94903

415.492.4534

415.454.8743 fax

www.dukemarketing.com