

TARGET MARKET COMMUNICATIONS
910 CAMILLE LANE
ALAMO, CALIFORNIA 94507

March 27, 2003

To: Whom it may concern

This letter of reference confirms that Cat Macleod was a student in my Integrated Marketing Communications course at Golden Gate University. This is an intense graduate level course that is required for all MS Marketing and MS Integrated Marketing Communications students, and successful completion requires strong intellectual and personal characteristics.

Mr. Macleod was an outstanding student, earning the highest grades for his work in class exercises and exams. He displayed a strong sense of understanding the subject matter and provided work that earned high-grade recognition.

He displayed a keen sense of interest in all marketing activities and a high degree of initiative as evidenced by her participation throughout the course. He was also extremely creative in developing ideas for his course project, and his presentation was exceptional.

While his strengths are many, I am particularly impressed with Mr. Macleod's energy and dedication to getting good results. He is highly motivated to do well and has the intelligence and disposition to achieve his goals.

I have been a senior marketing executive for consumer and sports marketing companies for many years, as well as an instructor for the University of California and at Golden Gate University where I also serve as the Program Director for the Master of Science in Integrated Marketing Communications program. Based on my experience, I feel that Mr. Macleod will be successful in his marketing endeavors.

If you have any further questions, please contact me at the above address.

Sincerely,

Michael H. Savod
President