

To whom it may concern;

April 2, 2008

Newman Mallon and I have worked together since October, 1999.

Most recently, he has provided sales letters and press releases for Solica Corp., promoting our medical clinics that offer a proprietary low-level laser therapy (LLLT) treatment. Newman quickly grasped the key features and benefits of our unique offering and we have obtained significant media exposure and new investments as a result of these initiatives.

Previous to my joining Solica in late 2006, I worked with Newman at Identicam Systems Canada.

In my capacity as President, Newman reported directly to me from 1999 to 2004 and was responsible for all the firm's marketing, communications, advertising and media relations.

Newman exhibited a take-it-in-stride and take-charge attitude during many re-brandings. His passion for marketing and his attention to detail were second to none. We grew to know him fondly as "Stop-the-Presses!" Newman.

Newman was able to increase revenues for Identicam in excess of 264% from 4.2 million to 11.1 million from 1999 to 2003. In 2002, Identicam was named as one of the fastest-growing companies in Canada by Profit Magazine.

Newman headed up the marketing team, juggling many projects at one time both on time and on budget. He was responsible for all marketing functions including the writing, design and execution of marketing, communications, advertising, direct mail, brochures, data sheets, web sites, e-mail campaigns, press releases, newsletters, magazine articles, media relations, event management and trade show programs.

Newman digs deep, asks the right questions and researches the shows and media that are available to him. He then selects a team of suppliers to execute his plan. He is adept at strategic planning across many different channels and vertical markets including B- to- B and B- to-C.

Newman is a meticulous and results-oriented individual, as well as a superb writer with excellent creative, design and decision-making skills.

I would highly recommend Newman for any position in marketing, communications or media relations. He is quite simply the best marketing person I have ever had the pleasure to work with.

Sincerely,



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