

March 28, 2008

To Whom It May Concern:

I have worked with Newman Mallon since 1990 when I hired him to work with me at PureData Ltd., a manufacturer and developer of network interface cards, hubs and MAUs. I was so impressed with Newman's work that I later hired him when I was Marketing Director at Delrina Technology, a fax and forms software developer.

Most recently, I contracted Newman to design and produce a series of brochures and corporate profiles, to raise production financing for KMS Productions, a new feature film production company. The professional and eye-catching image of this material, gives us credibility above and beyond that of our competitors.

While working at Delrina, Newman was responsible for developing a completely new corporate image and carrying it through all corporate and product marketing materials, including: brochures; packaging; direct mail campaigns; presentation folders; and catalogs.

At PureData, Newman held the position of 'Media/Public Relations Specialist'. He was directly responsible for all press-related activities, including: establishing press contacts; writing and publishing articles; producing press kits; and handling all press conference activities. He was also responsible for trade show organization, audio-visual production, and new project proposals; as well as writing, producing, and translating marketing brochures, sales support material, and a new quarterly newsletter.

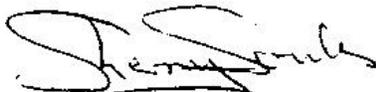
Newman's other accomplishments at PureData, included: doubling the companies press exposure over the previous year, when we were using an outside agency, and implementing a desktop publishing system.

Newman quickly grasps product knowledge and writes compelling copy for marketing projects. He is hard-working and able to juggle many projects. He can coordinate the writing, design, and execution of multiple projects - on time and on budget. He has the expertise to lead any project from conception to completion. And, he has the knowledge, suppliers, and connections to turn around superb work quickly.

Newman is also enjoyable to work with. He is a solid communicator who gets along well with executives, product managers, and others throughout the organization.

I highly recommend Newman for any position in marketing, communications, or media relations.

Sincerely,



Sherry E. Soules  
Executive Producer  
Screenwriter