



February 1, 2000

Mark Vanderkam  
Kelowna, British Columbia

**Re: Your Assistance with Marketing Projects for Globus Wireless**

Dear Mark,

I wanted to thank you once again, on behalf of everyone at Globus. The work you did on the tradeshow was amazing, and we have won a lot of new business with your help.

For the record, I hired you in September last year to assist both Globus Wireless and Celltech (our wireless testing division) with marketing planning and a number of involved marketing projects. The plan you came up with was just the thing we needed to point us in the right direction and help us build awareness of our new products.


Then when you got down to the nitty gritty of putting the plan into action, your team really shone. Even our manufacturing partners in Korea commented on how well organized you were and how much they enjoyed working with you.

You created brochures, direct mail pieces, post cards, and packaging, all of which were of excellent quality and were delivered when we needed them. The trade shows were another matter altogether, as with a budget of less than \$50,000 you were able to help us compete against multi-million dollar booths and get noticed by the dealers. I'll never forget the look on the face of the members of our board, when I said we were going all the way with your concept, right down to the leather flight gloves so that we would all be decked out like fighter pilots. The wireless dealers in Las Vegas and New Orleans ate this stuff up and signed up in droves. You have really helped to put us on the map. Oh, and the booth at CES won second-prize for the best booth at the show, and again your budget was miniscule compared to the big players there.

We have been very happy with all your work, including the planning, budgeting, project management, writing, graphic design, and production. Also, I understood you put in a lot of extra time over the Christmas holidays to make sure everything got delivered in Las Vegas so we could focus on selling and partnering. Thank you for going the extra mile!

I wouldn't hesitate to recommend you to any business that needs help with marketing and sales.

Good luck in all your endeavors!

  
Cary Tremblay  
Vice President, Sales & Marketing