



Global Reach Capital

Kirk Palmer & Associates, Inc.

500 Fifth Avenue
Suite 1500
New York, NY 10110

June 9, 2008

It gives me great pleasure to recommend Kirk Palmer & Associates to you. I have known Kirk for many years. He has an admirable instinct for finding the right people, and he is aggressive when undertaking an assignment. Likewise, I have known Jaimee Marshall since her days at Fairchild Publications. Kirk and Jaimee both have an innate ability to identify the kind of candidate that I want to bring on board, and they truly listen to the criteria that I require. Jaimee's extensive knowledge of the different brands allows her to understand the direction that we, as a private equity firm, are trying to take in the companies in which we invest. Kirk and his team are able to reach into their vast network of potential candidates and identify the individuals whose skills will allow us to attain our goals. Kirk Palmer & Associates is the top of my list when I need a search for a retail executive.

If you have any questions, please do not hesitate to call.

Sincerely,

A handwritten signature in blue ink, appearing to read "William M. Smith", written over a horizontal line.

William M. Smith
Managing Partner