



May 8, 2008

To Whom It May Concern:

I have worked with Kirk Palmer and Associates for over fifteen years, in eight jobs, with five employers. Kirk has not only assisted me in securing top talent for these employers, but has creatively supported me in placing international and domestic executive candidates for immediate needs and long term possibilities. He's truly a succession planning partner.

His strategic understanding of the retail and wholesale industries been developed on a strong foundation and his tactical execution is lazer focused. You will always feel like his number one customer when working with Kirk and will enjoy his keen sense of humor that makes it fun to work with him. Kirk's (and his team's) flexibility in making things happen while always demonstrating positive attitudes is incredible. As an entrepreneur, he can offer insight into CEOs who are founders of small businesses, yet he completely and profoundly understands what it's like to lead multibillion dollar corporations.

Kirk's integrity and the integrity of his staff are incredibly strong and although his business specializes in executive search, he is also a consultant with whom I can speak about any aspect of our industry and can serve as a confidante during perplexing situations. If he should not know the resolution to a problem, question or issue, he'll research it thoroughly, credibly and swiftly and follow through with the expertise that you'll admire from a real pro.

Your partnership will be well invested with Kirk Palmer and all of his colleagues.

Very Truly Yours,

Melissa Wallace
Senior Vice President, Talent
UNDER ARMOUR Performance Apparel
Baltimore, MD

