

**Professional Marketing and Sales Pty Ltd**

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Dear John,

Just a note of thanks for the work you did on the EzyVent project. The end result far exceeded our wildest expectations. From the initial concept of the product through to national distribution in such a short time was incredible.

Whilst I will take credit for discovering a niche market for the product, it would never have happened without your strategic and creative involvement throughout the entire process. As many of your clients would know, it's one thing to come up with an innovation on an existing product or service, or even an original idea. But to bring it to market at a reasonable cost in short lead time takes a very special talent.

I love start-ups. However, if your strategies, proposals, product features and benefits aren't thoroughly articulated you are likely to join the 98% whose products never see the light of day. The 2% who do make it, in my experience, usually spend vast sums of money to gain any kind of market penetration.

We did it in record time using minimal funding. A project that was estimated, by a variety of professionals, to need well over \$100,000 for marketing and promotion was done on less than \$10,000. Simply put, I don't believe we could have achieved better value anywhere for our marketing dollar.

Once again, many thanks for your guidance, direction, professionalism, creativity and marketing savvy.

Should any of your clients — or prospective clients — wish to contact me at any time for verification, my personal contact number is 0418 356 256.

All the best with your new service on-line. I know your clients will gain tremendous value from your contribution.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'John Crooks', written in a cursive style.

John Crooks  
Managing Director  
Professional Marketing and Sales Pty Ltd