

February 4, 2008

To whom it may concern:

Over the last four years, I have come to rely on Marc Emmer, and Optimize, Inc. as trusted advisors to our firm. In addition to supporting our leadership team on strategic issues, Marc has developed systematic solutions to address specific needs that are critical to the success of our organization. As business partners, we achieved the following results:

- Developed a customized performance management portal that systematically gauges workplace performance based on client and internal feedback
- Developed a corporate learning management system that allows our consultants to access learning resources that are selected based on their specific learning needs
- Implemented a client satisfaction measurement methodology viewable in real time by our internal staff
- Outsourced to Optimize various recruiting, client satisfaction and marketing functions eliminating several hundred management man hours per year, allowing us to focus on our core business

I have been particularly impressed with Optimize's professionalism, quick turnaround time, and their ability to adapt to changing business conditions. Unlike some consulting organizations I have worked with, Optimize has functioned as an extension of our management team, and has demonstrated a commitment to our long term success as an organization. During the period that we have retained Optimize, our consultant base (which drives our revenue and profit) has nearly doubled while retention rates have improved dramatically.

I would highly recommend Optimize, Inc. for Performance Management, Client Satisfaction and Learning Management projects.

Sincerely,



David Lewis
CEO