

January 2005

To Whom It May Concern,

I am writing this letter in recommendation of Mr. Ivan Cash, who worked for me during the late Spring of 2004.

Ivan joined my staff through the Poughkeepsie Day School Internship Program. During Ivan's tenure at Kang & Lee Advertising, I assigned him to work alongside the strategic planners in my department on several important projects and initiatives including:

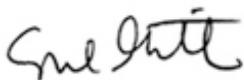
- Market analysis, research, and presentation design for several important new business pitches.
- Demographic analyses of the Asian American population using raw Census 2000 data.
- The formatting and design of key content for our agency's website which was re-launched in July of 2004.

Despite Ivan's youth and lack of formal business experience, I found him to be an exemplary employee exhibiting both maturity and capabilities beyond his years. He demonstrated a remarkable degree of professionalism which allowed him to actively, and seamlessly, participate on the agency teams in which he worked. During his employment with us, I also observed his keen curiosity, interest, and proactive nature with respect to his assignments. As an intern, Ivan's work was constantly checked, and was invariably found to be flawless.

In conclusion, I would re-hire Ivan "in a heartbeat," and I would wholeheartedly recommend him for any new position he may choose to pursue.

Please do not hesitate to contact me directly should you require any further input.

Sincerely,



Saul Gitlin
EVP-Strategic Services/New Business
Kang & Lee Advertising
A Young & Rubicam Brands/WPP Group Company