



August 15, 2002

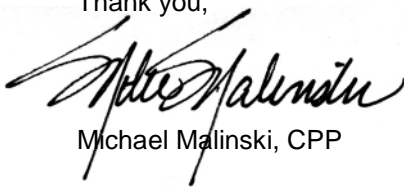
Dear Jason,

I wanted to take this opportunity to applaud you for the presentation on Sales technique you gave at the IFAI Expo in Nashville. Being in Sales/Project Management myself, I wanted to take full advantage of all that was being offered at the convention pertaining to Sales strategies. Right from the beginning of the presentation, I sensed a definite destination we were being taken, with a redlined map that was easy to follow. You exhibited a very well informed and approachable personality. This put me at ease and in an open frame of mind.

You wasted no time in getting into the subject matter. I couldn't write fast enough to record all the information that was being shared. The combination of the verbal presentation tied in with the supporting graphics created a well-timed dynamic presentation. The interaction between you and the attendees was thought provoking and challenging, as opposed to putting someone on the spot. By the end of the seminar I found myself reviewing my notes and recapping all that had just been discussed. I found myself staying after the allotted time for the class to have you share more of your thoughts in connection with my particular needs.

I left the room feeling charged and determined to share what Jason Kleid and The Optimum Company could offer to the Sales team at Fabric Images and any other company that was interested in the program. I knew I would be having discussion with the owner of my company on how this type of training would benefit not only our company but our clients as well.

Thank you,



Michael Malinski, CPP

