



Communication Management Ltd.

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From the office of the Chairman

October 15, 2001.

To Whom It May Concern

Communication Management Ltd. is the leading publisher of English lifestyle magazines in Asia, including in the *Hong Kong Tatler*, *Tatler* in six other countries, *EVE*, *Home Journal* and *Hong Kong Business* as well as a number of special editions and books. Robert L. Zook worked for us as Group Promotions Manager and Sr. Copywriter.

In this capacity, his work included promotions for the above magazines, house ads, rate cards, advertising promotions and direct mail as well as sales letters for our advertising sales persons and advertorials for many of our clients. In some cases he even did ads for several clients. According to some sales persons, several clients always requested that Bob write for them. Not only that, Bob worked well with just about all of our staff.

Mr. Zook gained an excellent understanding of our branding strategy, performed his work in a professional manner, and developed a number of creative ads and direct mail. I have been satisfied with his writings and was pleased as to how quickly he developed an affinity for our products and markets. Some might consider his diversified background as not focused but for us it was a great asset.

I regret his leaving but understand his desire, after a number of years in Asia, to be with his family in the U.S. Whether he is working in marketing, advertising or copywriting, Mr. Zook's background and capabilities will be an asset and I would not hesitate to recommend him. If you need additional information, please contact me at mohindar@cmlink.com.

Respectfully yours,

Dr. M. Mohindar
Chairman