



April 3, 2007

To Whom It May Concern:

The ROCK-TRED CORPORATION, a manufacturer of industrial coatings, previously employed Robert L. Zook as its Marketing Manager. In that capacity, Mr. Zook created much of the technical data and copywriting used in business development, wrote Product Data Sheets, Application Instructions, specifications, articles and other documents and reports as needed. Mr. Zook created and executed innovative copywriting material for brochures, direct marketing, proposals, advertising, trade shows and publicity.

Over the years, I watched Bob's writing skills grow through his creativity, research, education and experimentation. During this time period, Bob's endeavors contributed greatly to a growth in sales. Our sales staff was delighted with the increased access to executives through direct marketing and the enhancement of quality leads through advertising. Bob also made many contributions to exhibits used at trade shows.

In conclusion, if ROCK-TRED was ever in a position to outsource its copywriting, I would feel very confident in Bob Zook's ability to perform the tasks successfully.

Very truly yours,

**ROCK-TRED CORPORATION**

Dan Moran  
CEO

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