



January 29, 2010

To whom it may concern:

Due to the severe downturn we experienced in sales to large printers over the last year, we were required to decrease the number of people employed at our company. One of the people we let go was David Drake. He was our customer service manager. David had been with us for almost two years, and it was a very difficult decision to let him go.

Over the two years he was employed here he had improved morale and operating results with our inside sales people. He had made them much more effective in dealing with customers and vendors, and our level of customer service improved dramatically under his leadership.

The inside sales people at our company are involved with very complex technical products to a demanding industry. It requires years of experience to become successful dealing with our customers. It is not the kind of work that a new person can pick up in a short time.

Our decision to let David go was based on the fact that he did not deal directly with customers all during the day, and had not had the chance to learn the intricacies of the many products we sell. All of our other sales people dealt directly with the customers, and if we had to let one of them go, then we would have been hindering our ability to respond to the customers in the proper manner.

Since David had done such a successful job improving the inside sales people's skills and abilities, it was felt that we could continue without him better than us having to cut our inside sales staff below the minimum level needed.

If we had not had such a dramatic drop in sales caused by the industry slowdown in printing, then we would not have considered cutting back personnel. The drop in sales in printing will probably never recover to the level of a few years ago.

David would be a tremendous asset to any company. He has great character, gets along very well with management and people that work for him. He can communicate and implement his ideas easily and successfully. David does not require constant monitoring of what he is doing. If you give him a task, he will get the job done in a professional manner. He was a tremendous help for our company, and he would be the same for any company needing his skill set.

Best regards,

Jim Rich
CFO