Saint-Hubert, May 10, 2010

Re: **Employment reference for Jamie Manship**

It is my pleasure to recommend Jamie Manship for a marketing position.

Jamie Manship started working with Agribrands Purina on May 31, 2004 as Marketing Assistant in Ontario. Over time, he accepted more responsibilities and he became Regional Brand Coordinator.

Regrettably, due to the restructuring of the marketing team, his position became redundant.

In his functions, he was responsible for:

* Coordinating the marketing activities in Ontario.
* Assisting in development of product launch: literature, graphics, presentation sessions, audio-visual equipment.
* Packaging support: artwork & new design packaging.
* Informing the sales managers and the dealers of the brand policy.
* Insuring that the brand policy is being applied.
* Sourcing promotional material items.
* Planning, coordinating and sometimes designing advertising for magazines.
* Managing the dealer identification program.
* Completing plant brand audit.

Jamie's positive attitude and desire to work in collaboration with other people have greatly contributed to strengthen teamwork with the marketing and sales groups.

His creative talent has been instrumental to the success of launching new products by developing a complete program including: the packaging design, the posters, the advertising and the promotions.

He grasps new concepts quickly and accepts constructive criticism and instruction concerning his work.

He enjoys learning and he was happy to accept new projects and new challenges. His initiative and entrepreneurship aptitudes have been very helpful to complete these projects.

I wish him well in his future employment.

Truly,

Claude Desrosiers

National Manager: Horse, Specialty and Merchandising

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