



28 August 2008

To whom it may concern,

**Re: Dorian Glass**

I have know Dorian since 1996 as a business associate. Our first project together was to launch a Coca Cola brand called Fresca. Beyond all expectation we managed to get over 80% brand awareness in the first year of launching in South Africa.

I can confirm that he is a man of great integrity, generosity with deep rooted spiritual beliefs.

Furthermore, Dorian is extremely passionate about his work. He has dotted more "i's" and crossed more "t's" than any one I know. Dorian throws himself at a project with full gusto, seeing it through all the way to the end, going beyond the call of duty. Meeting Dorian is a real find. You will seldom find any one with his depth of knowledge and experience in the strategic and marketing field. He is a great team player making it easy and pleasant for everyone around him. He has a unique holistic approach to problem solving which is refreshing and extremely marketable.

For your information I am a creative director at Kite, an advertising agency. We have worked together on various projects over the past years complimenting each others skills to great effect for our clients, and occasionally winning them top industry awards. Dorian as strategist and me as a creative director and art director.

Please do not hesitate to contact me should you wish to receive any more information on Dorian.

Yours Faithfully

Nic Traest  
Creative Director