

2 July 2008

TO WHOM IT MAY CONCERN:

I have known Dorian Glass since 1997 when I occupied the Executive role as Director, Channel / Customer Marketing for the Coca-Cola Southern African Division.

I had many an instance to work closely with Dorian on a number of key strategic projects within Coca-Cola operations. I found Dorian to be highly competent in a broad variety of critical areas, whether strategic, business, brand, advertising or related. His ability to view the "bigger picture" was a key characteristic; he was a trusted advisor to me to help formulate possible "destinations" for the task at hand. Dorian's work was collaborative, including whatever people, teams or functions necessary to drive optimality with any projects.

What I remember well in working with Dorian was his strategic insight, drive, focus and determination towards satisfying the high aspirations and ideals of the Coke business enterprise. Despite many tasks on his plate, his business discipline was exemplary, managing to keep on-task with a changing list of priorities. This included the work of the agency folks that reported to him. We came to count on on-time, candid work deliverables.

From a personal viewpoint, Dorian showed uncompromising integrity, loyalty, commitment and professionalism in whatever he carried out, inside & outside the Coca-Cola Company. He demonstrated great confidence in all he did - a strength as I view it - which helped all those around him improve.

My contact with Dorian since I left Coca-Cola has confirmed that the qualities ascribed to him above have also held him in good stead within an entrepreneurial Business Consultancy sphere. He's asked my opinion from time to time on various projects & I find that the very client-centric attributes Dorian exuded when we worked together are still in place.

I have no hesitation in recommending Dorian for any senior-level position, whether in corporate or in a more consulting / entrepreneurial role.

I am available to discuss any aspect of the above.

Regards,



Mike Bach
Chief Operating Officer
+1-281-704-1559 (mobile)