

August 2008

To Whom it May Concern:

It is with great pleasure and enthusiasm that I write this note of recommendation for Dorian Glass.

I have known Dorian for over half of my twenty-two year marketing career, and he is without question the most gifted and effective marketing executive I have worked with in all of that time.

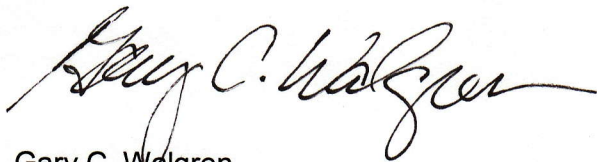
Dorian and I met and worked closely together at The Coca-Cola Company while he was launching a highly strategic brand and tactical process towards countering an aggressive launch of Pepsi-Cola against our flagship brand, Coca-Cola. It was through the hugely successful introduction of that product that I saw Dorian's impressive strategic and marketing skills put into practice.

In fact, Dorian was widely regarded throughout the global Coca-Cola system as one of the most talented and trusted members of the company's marketing leadership team.

Dorian's skills span the entire spectrum of the marketing discipline – from brand positioning and advertising strategy to in-store tactical execution. He is that rarest of breeds, with the ability to grasp both the high-level strategic issues as well as the tactical, day-to-day activities that are necessary for success in the marketplace.

In addition to his considerable business skills, Dorian is a person of impeccable integrity. His honesty and determination to always do "the right thing" is a welcome and refreshing quality in a business world where it is all too common and easy to cut corners for the sake of career expediency.

My high regard for Dorian is based on both personal and professional respect and admiration for him as both a supremely intelligent and gifted marketing practitioner, and a truly good and genuine human being.



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