



Starcom™

9th July 2008

To whom it may concern

Letter of Reference: Mr Dorian Glass

Over the two and a half decades that I've been in the advertising and marketing profession I have met numerous successful people across many spheres of business but rarely have I encountered someone as talented as Mr Glass.

As a company Starcom South Africa worked with Mr Glass while he fulfilled the role of Media Head for the Coca-Cola Southern African division (9 countries).

During these years he consistently demonstrated his ability to motivate and grow not only his direct line reporting staff but also all those he came in contact with including those within our Coca-Cola Media Team.

Through challenging times his ability to remain strategic and leverage real insights was continually tested in what must be the most challenging market sector namely the soft drink market / battlefield.

Dorian is not only well versed in classic strategic marketing thinking but also has the confidence to explore well beyond these limits and has the curiosity and passion to make the leaps of faith necessary in today's volatile market.

Mr Dorian Glass would be a valuable asset to any company.

Should you require any further information please do not hesitate to contact me.

Yours sincerely

**GORDON PATTERSON
MANAGING DIRECTOR: STARCOM**

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