

Re: Recommendation for Mr Tod Novak

July 3, 2012

To Whom it May Concern:

The purpose of this letter is to provide a recommendation for Tod Novak. I have known Tod since November 2010 and recommend him highly as a sales coach and motivator. Ceatus has a staff of seven sales and three sales support personnel. All sales and support staff work in the same office in San Diego.

Tod joined our sales team as a sales leader/consultant in December 2010. During the beginning of 2011, right after Tod joined our team, economic and product related factors struck our company. These factors negatively impacted our revenue and created a very difficult sales environment for our team. Even though these same factors impacted many of our competitors, Tod's job had just become a lot harder.

His weekly coaching of each sales team member helped to build trust between sales personnel and management, and laid a foundation of positive energy on the sales floor. Through his programs, he helped the sales team to look beyond the short-term negative factors and believe in Ceatus' overall value proposition. He introduced a number of programs that refocused our sales team on success. These include:

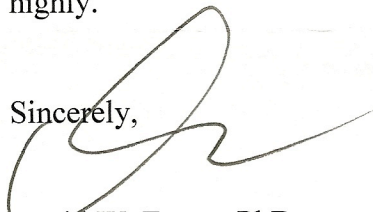
- Weekly Sales Meetings to Promote Specific Products
- Monthly Sales Contests
- Monthly Sales Awards
- Training on Closing Techniques
- Training on Matching the Sales Approach to the Prospect Personality ("Birds")
- Individual Coaching/Training Sessions

Tod's most valuable contribution was his focus on value-based selling. When economic and product-related factors greatly impacted our revenue, the sales team fell into a habit of selling based on price. Tod "secret shopped" our competitors and evaluated their strengths and weaknesses. He conducted sales meetings where he presented his evaluation of the competitors' services and pricing. He coached the sales team on techniques to sell against our competitors and to maintain higher pricing. Although economic and product-related factors have not improved, overall sales levels and profit margins have increased dramatically.

Tod's training also allowed us to create a greatly improved sales management structure that continues to pursue many of the programs Tod initiated. Tod's work with Ceatus lasted for a year, but his impact is being felt beyond his time with Ceatus. Our recent Q2 sales increased by 24% from the Q2 2011, much of this increase is attributed to sales training and motivation programs, and improved sales management structure, put in place with Tod's help.

I personally appreciate the work Tod Novak has accomplished for Ceatus. I recommend him highly.

Sincerely,



David W. Evans, PhD
CEO, Ceatus Media Group LLC