



Consumer Products Division

*Robert A. R. Clouston
President*

Dr. Jeff Salz
P.O. Box 918
Idyllwild, CA 92549

Dear Jeff:

I want you to know that the response I received to your presentation to the Sargento Sales & Marketing group was overwhelmingly positive. This group like many similar groups I have worked with in my past life is a pretty tough crowd. They make their living "selling" products and services to fickle consumers or hard-nosed buyers and they are not easily impressed. But you truly "wowed" them.

On a personal note, your message inspired me and touched a deep nerve. Without meaning to embarrass you or appear maudlin, you have had a positive impact on the way I will approach each new day from now on.

With your credentials and client list, you probably don't need another endorsement, especially from a small company like ours. However, as I said to you at the end of your address, please feel free to use me as a reference anywhere with anyone. Moreover, I will spread your name among my network of friends in other companies whenever they seek a speaker.

Best Regards,

A handwritten signature in black ink, appearing to read "RARC" followed by a stylized flourish.

Robert A. R. Clouston

RARC/lt