

January 16th, 2014

To Whom It May Concern,

This is intended as a letter of reference for Karen Conte & ARS Consulting Inc.

As background, I have had the opportunity to work with Karen at various times since 1997. In my previous role as CEO, Sales Services, North America, Mosaic Group Inc; I had the opportunity to work directly with Karen as she helped us develop our US acquisition strategy. During 1997-2000 Karen was instrumental in helping identify potential acquisition targets & then initiating the introductory discussions to explore potential partnerships. As a result of Karen's efforts we were successful in acquiring several businesses with annual revenues ranging from \$15M - \$30M. This resulted in Mosaic becoming one of the largest field marketing agencies in North America. Karen also played a key role in a "Business Innovation Group" that focused on developing "BIG" ideas for unique new services & markets.

More recently in 2013, I have had the opportunity to work with Karen again. As an Advisory Board member of Match Marketing Group, I introduced Karen to fellow board members & the executive team as a key resource to help develop the Company's US growth & acquisition strategy. Karen completed extensive market research over several months & played a key role in helping us complete a significant acquisition.

In my opinion Karen is one of the most experienced & knowledgeable people in the North American field marketing & retail services industry. She is highly effective in evaluating the capabilities & growth potential of businesses in this sector. This is particularly valuable to marketing services organizations that are looking for assistance in developing a strong growth strategy in a highly competitive market. ARS has also been able to identify & bring multiple "specialist" service providers together as part of a highly differentiated & integrated execution strategy.

Karen is highly skilled in strategic planning, due diligence in evaluating organization capabilities, effective communication across the full range of management from Field Supervisors to Executive/CEO level; with a high level of dedication, commitment & professionalism.

I would highly recommend Karen to any organization & believe she will make a significant contribution !

If you would like any additional information, feel free to contact me:

jaywgordon@me.com

Yours truly,

A handwritten signature in blue ink, appearing to read 'Jay Gordon', with a stylized flourish at the end.

Jay Gordon