

October 1, 2004

To Whom It May Concern:

As Public Relations & Advertising Manager for Magnum USA, I worked with Marshall Spevak and Liz Knittle of In Print Media, Inc. for a period of nearly two years. I am writing this letter to express support of their future endeavors.

Both Marshall and Liz were extremely professional and thorough in their business dealings. They demonstrated a clear and thorough understanding of the industries in which they operated. Marshall persistently presented fitting opportunities to me, while not being intrusive or pushy, and worked with me to meet my media objectives. In this deadline-driven industry, Marshall and Liz always demonstrated an appropriate level of urgency when necessary and responded to my needs in a timely manner.

On a separate, yet equally important level, Marshall and Liz were extremely courteous and friendly. In advertising, relationship is everything, and I prefer to work with those who take the time to get to know me, my company, and my business tactics. I value how Marshall and Liz conducted themselves, seamlessly melding business and relationship.

It is with the utmost respect that I recommend Marshall Spevak, Liz Knittle, and the quality media services of IPM.

Sincerely,



Cheryl Rebsamen
Public Relations & Advertising Manager