

December 19, 2007

Mr. Barry Wishner
President
Proformance
568 Eleanor Drive
Woodside, CA 94062

Dear Barry,

You're a bit of a maverick and you easily translated that spirit into a very enjoyable and interactive presentation for our annual meeting. I do a bit of speaking myself and I respect what you do and how you do it.

You were a little provocative, a lot entertaining and you provided a very practical message. You presented in such a way that you were believable and we left confident that we could put into action some of your many ideas.

I came away eager to "Dare To Be Different" and appreciating how important it is to be unique among my competitors. Barry you certainly epitomize what it means to put your customer first as you made sure your material was customized to us and was readily useable in our business.

You have a great personality and I thoroughly enjoyed meeting you personally. The warm sense of humor you showed us on stage was not an act. I'd like to bottle your energy and passion.

Yours truly,



Gary Lagree
Retail Consultant
Younger Optics

P.S. Thank you for your thoughtful planning that guaranteed we were part of your show. I believe you could put life into any meeting.

Regional Office

1213 Blackberry Circle • Folsom, CA 95630
Telephone (916) 983-9666 • Fax (916) 983-3234