

MICHAEL HALEBIAN & CO., INC.

FLOOR COVERING DISTRIBUTOR



March 2, 2009

To Whom It May Concern:

This is a letter of reference for Cynthia Dawn Ericson, Ericson Strategic Marketing Solutions.

In 2001 through 2003 I hired Cynthia to assist us with a variety of marketing activities. At the time we had no formal marketing personnel and were looking to supplement and expand our efforts by leveraging an external resource with significant background and experience.

Cynthia D. Ericson joined our team as my "Chief Marketing Consultant" and became invaluable, initiating and implementing the following programs, please note:

- Successfully developed targeted marketing strategy for new sales acquisition and product line expansion of current customer base.
- Increased sales by 15% over plan objectives.
- Cost benefit analysis of all contracts, realized 20% in cost savings:
 - Product Line
 - Pricing
 - Cost Implications
 - Market Performance
 - Competitive Evaluation
- Business plan development to include:
 - Annual Plan
 - Revised Annual Plan
 - Marketing Strategy
 - Inventory Requirements
 - Systemic Implications
- Evaluated all marketing channels to include:
 - Direct Marketing
 - Internet Marketing
 - Telemarketing
 - Event Campaigns
 - Promotional Campaigns
- Sole advisor to Michael Halebian, Jr. on all staffing decisions.

In 2008 through present I have retained Cynthia again to review our website in an effort to optimize the content and structure. She has helped us to ensure that we garner high ranking in search engines for relevant keywords and search terms.

Cynthia continues to be a valuable and crucial part of my consulting resources. Cynthia is highly knowledgeable and very easy to work with. We highly recommend Cynthia, owner of Ericson Strategic Marketing Solutions, if you need a seasoned marketing resource to get the job done.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Halebian, Jr.', with a stylized flourish at the end.

Michael Halebian, Jr.
President