



December 29, 2011

David E. Rodolitz
Co-Founder | Operating Partner
THE IMPULSE GROUP
230 W 4th Street
New York, NY 10014

Dear David:

I want to express our sincere appreciation for all of your efforts and those of Cheryl and Sachi for our very special event on December 12. Suffice it to say, the event exceeded our expectations. The building lobby was totally transformed with lighting, décor, wonderful floral arrangements and music. The food was absolutely delicious and abundant. Please express our compliments to Claudine and Arvin at Relish for their efforts. The staffing, staging and preparation were all first rate. And most importantly, our guests truly enjoyed the event.

I have to also tell you how impressed I am with the three of you. You are organized, came prepared for every meeting, and embody the most positive "can-do" attitude I have ever witnessed. I really can't say enough about how impressed I was with how well you handle yourselves, how you handle details, and how you communicate during the process. It was a pleasure to work with you. Keep this up and your continued success is assured.

Thank you all again for helping us put on a wonderful evening.

All the best in 2012.

Sincerely,

Christopher N. Perez
Senior Vice President