

sportingbet Plc

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To Whom It May Concern:

Sportingbet Plc is an online gaming company, publicly traded company on the Alternative Investment Market (AIM) of the London Stock Exchange since 2001 and is one of the largest companies on AIM. Sportingbet operates over 30 different websites serving customers from almost every country in the world, but Sportsbook.com is our flagship brand.

It is with great pleasure and assurance that I write this letter of recommendation for Impulse Productions. Impulse Productions has coordinated several events for Sportsbook.com and other of our brands with more than 600 guests at each event to both our complete satisfaction as well as our VIP customers who attended these events. Despite the fact that they are based in New York, this has not been an obstacle for them to perfectly execute all of our events no matter where they have taken place within the United States.

Impulse Productions counts on their high excellence crew that consistently provides personalized and exceedingly professional service. The team at Impulse was diligent when it came to tying in all the different components that made up the events. Experience, diligence, effort and creativity have been key factors in accomplishing spectacular events by arranging every minute detail to truly personalize each event for our industry. Much time was spent in coordinating elaborated buffets, logistics, step and repeats, red carpets, security, poker tables, DJs, models, celebrity attendance, VIP customers and audio visual equipment.

Referring a person or a company is a result of good experiences and satisfaction due to a job well done. On behalf of Sportsbook.com, I can confidently recommend Impulse Productions for any event, big or small, and they will make sure to go beyond the expected and in so doing raise the bar within their industry.

If I may provide you with any further information which may sway you into considering Impulse Productions, please feel free to contact me.

Sincerely,

Heidi Figueira
Marketing Services Manager
America's region