



January 25, 2010

To Whom It May Concern

During the five months in his role as a sales and marketing consultant at i4cp, Mike Andrews has served as a catalyst - and played a leadership role - in defining and implementing several strategic, high impact changes. In the first two weeks of his engagement with us, Mike demonstrated an impressive ability to quickly assess the current state of the business, including our strategic opportunities and challenges. He then built a three month plan that was the foundation for several major changes we have made at i4cp.

Mike worked closely with me as a strategic advisor. He proved to have a real talent at both thinking about the business strategically and offering insight and perspective. Mike also partnered with the executive team as a change agent in implementing our new corporate positioning, value proposition and go-to-market strategy. One of the things I appreciated most about Mike's work was his willingness to be very direct about issues impacting the success of the business, regardless of the political implications.

He also assisted our Vice President of Sales to update our sales model, refine our sales process and hire key new members of the sales team. In addition, he worked with the marketing team on several lead generation campaigns that had a measurable impact on our recent sales results. Mike's work was a major reason why our last quarter of new business sales was by far the largest in the company's history.

i4cp will continue to benefit from the value that Mike delivered during his time with us. He has my unqualified recommendation as a high impact business, sales & marketing consultant. If you would like further details, please don't hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink that reads "Kevin Oakes". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kevin Oakes
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