



REFERENCE LETTER

We herewith confirm, that Mrs. Claudia Gehriger, born August 18, 1969, from Attiswil BE, has been working for our organization from June 14, 2010 until October 31, 2011 in the function of 'Event Manager'.

In her function Mrs. Gehriger was responsible for the following tasks:

- Organization of international trade fairs and events
- Responsible for the semi-annual international product launch meetings: establishing the overall concept, distribution of invitations, organization of event locations, hotel rooms, catering, entertainment, technique and giveaways
- Leading trade fairs: project leader for booth design, (including pitch for new booth), distributing invitations, responsible for respective catering, PR, shoe merchandising, staff briefings and recruiting suitable staff for promotion activities
- Handling of custom forms and logistics for all trade fairs
- Development of new event tools including rebranding
- Responsible for respective project budgets
- Responsible for communication between countries and suppliers

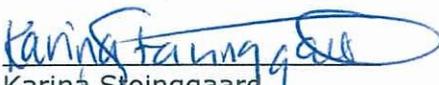
Mrs. Gehriger was a very responsible, diligent and flexible employee with an excellent ability for conceptual thinking. She displayed a results-oriented and effective working style, which enabled her to achieve excellent results, both in terms of the quality of her work and overall productivity. Thanks to Mrs. Gehriger's broad experience in Event Marketing along with her analytical skills she was able to foresee problems quickly, to identify existing problems thoroughly and was able to solve them effectively and successfully. She carried out her role independently and responsibly and mastered her tasks to our entire satisfaction. Mrs. Gehriger's excellent language abilities in English and French and her cultural awareness were further assets in the successful completion of her duties and in the communication within our international environment.

We knew Mrs. Gehriger as a self-motivated, highly dedicated, very helpful and professional employee. Her behavior towards clients, suppliers, superiors and peers was always friendly and courteous and she is appreciated by everyone she is working with.

We very much regret that we unfortunately had to terminate the employment of Mrs. Gehriger as per October 31, 2011 due to business reasons. On this occasion we would like to thank her for her valuable contribution and for all services rendered. For her personal and professional future we wish her only the very best and every success.

Winterthur, October 31, 2011

Masai Marketing & Trading AG


Karina Stoinggaard
Head of Marketing


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