

To Whom It May Concern:

It is my pleasure to submit this reference letter on behalf of Jorge Verdin, a member of the Eyeking team since January, 2005. In that time, he has demonstrated and exemplified all the qualities and character required to be successful and assist any growing company.

It has been my pleasure to work with Jorge almost 20 years and two different companies. Most recently, Jorge joined our company, Eyeking LLC, in early 2005. In order to understand what Jorge meant to Eyeking, it's important to first offer a quick history of our young company.

Just over 10 short years ago, Eyeking was created to become a leader in the design, import and distribution of eyewear. As an entrepreneurial start up with limited resources and high hopes, your first hires are critical building blocks to becoming a sustainable and successful company. I am proud to say that Jorge was one of our first executive management hires and has helped us in too many ways to list here.

Almost twenty years ago, I first met Jorge while working for a small growth oriented entrepreneurial company called Sungold Enterprises. At that time, Jorge was the Director of Marketing, but wore many more hats, something critical to the success of a small business. He had responsibilities with product, brand management and sales. It is a small company requirement to be versatile and experienced in many facets of business, let alone relied upon to be an expert in one. Jorge had that pedigree then and has even more experience now.

Almost immediately, I noticed Jorge had a strong creative mind and thoroughly enjoyed the overall business of developing, marketing and selling our product, eyewear. In Jorge, you have a non-owner team member who carries himself as an owner. He is a caring individual, with tremendous fiduciary responsibility and integrity. One of the pillars of our company-wide mission statement is to surround ourselves with people who make us better and in many ways, Jorge has done just that.

Since joining our current company, Eyeking, and throughout the past 8 years, Jorge assisted in developing products, create and guide our marketing team and most recently launched our Business Development group. This last responsibility gave Jorge the opportunity to utilize his acquired skill set to develop new business opportunities for our company. Together with his team, Jorge launched our direct to consumer branded business, incubated ideas for new products and grew our non-traditional revenues.

I am proud to offer this high recommendation to assist Jorge in reaching for and attaining his next employment goals. With Jorge's experience, drive and character, he would add tremendous value to any employer.

If there is any additional information I can provide that would assist anyone reading this reference in making a determination regarding Jorge's work ethic, character or experiences, please feel free to contact me directly and at any time.

Respectfully submitted,

Craig Fels  
Chief Operating Officer  
Eyeking LLC