



Loyd Searle
Searle Consultants
16 Elmer Street,
Cambridge, MA 02138

Dear Loyd:

I am pleased that you asked me to prepare this letter of recommendation. I hope that it is helpful.

VITRONICS is a leading manufacturer of process and assembly related equipment that is sold to companies involved in surface mount technology. This year our gross sales will exceed 12 million. I have worked with Loyd Searle over the past ten years while holding positions with two different companies.

About 8 years ago when VITRONICS was a struggling, privately held startup, Loyd was engaged to develop our annual promotional campaigns. This work was extensive and involved corporate identity, public relations, the copy and creative for all of the advertising, ad placement, and complete literature packages for all of our products. We worked together for several years and on many successful ventures.

Our marketing efforts during these formidable years were critical to the company's success and also survival. During that time I could not afford to take any risks with funding or with the allocation of my time on marketing. If we didn't get the sales and quickly then we were out of business. That's why I chose Loyd. He quickly understood our markets, our technical requirements and provided outstanding solutions that worked over and over again. I might add he did this at very reasonable rates. VITRONICS became one of the fastest growing companies in New England while Loyd and I were working together. He is easy to work with, knowledgeable, responds quickly and I would recommend him and his work to anyone.

Yours truly,

A handwritten signature in blue ink, appearing to read "Edward A. Richards".

Edward A. Richards
Vice President of Sales and Marketing

EAR/jm