



Tuesday, November 6, 2007

To Whom It May Concern,

My name is David Johnson, partner/owner of Madison Web Host, a full service web hosting and design firm in Madison, Wisconsin. I am writing this to express my company's abject confidence, pleasure and satisfaction in our interactions and business relationship with Mr. Eric Goldman. His professionalism, acumen and acute design skills have afforded us the multiple luxuries of always looking better, achieving more and superceding client expectations on web design, search engine optimization and target market "reach" visa-vis said customer goals. Further, it should be acknowledged that Eric's abilities to translate abstract customer goals through multiple communication channels within specified budgetary constraints has been laudable and exemplary to the extreme. A following point must include Eric's unflappable calm during the most stressful situations that sometimes arise in multi-party collaborations. In addition his loyal adherence to task specific protocol is a credit to his ability to comprehend complex situational inter-relationships proving he is an individual with whom our company will continue to work with, through, and for in the distant future with relish and satisfaction. I and my partner concur that Eric is an asset to any client or firm that seeks his excellent services. Please feel free to contact me directly at 608.244.5550 for an expanded descriptions of Eric's premier capabilities.

Sincerely,

David Johnson
Partner/Sales/Service

107 North Thompson Drive • Madison, WI 53714-2020 • USA
Phone: 608.244.5550 • Fax: 608.249.7735

Email: admin@madisonwebhost.com
<http://www.MadisonWebHost.com>
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