

Date: May 23, 2013

Reference: Carla Curtis

#### Letter of Reference

In my position as Executive Vice President of Heinrich Marketing I had the opportunity to work with Carla Curtis at Discover Network on many marketing projects for several years. (From approximately 2009 to 2012)

In her capacity as project manager for the Communication Strategy and Newsletter to all of Discover's major merchants, Carla was responsible for helping to develop materials, gathering materials, coordinating writers and the over-all day-to-day management of the projects. This was a new initiative for Discover, but Carla handled it with great organizational skills and made it one of the best projects ever launched by Discover. The Newsletter she helped develop is still being produced today in the same format.

Carla was the direct liaison with our company so we interacted with her on a daily basis. She was always cheerful and ready to help with anything we ask. She was always pro-active in seeing that articles were delivered timely and that all information was correct. I would characterize her as a high achiever, dedicated to doing the best at all times...very dependable and capable of multi-tasking whenever asked.

In addition to that Carla is always cheerful...always has a smile for everyone and is there for you if you ever need her help. I would not hesitate to recommend her for any position, as I am certain that she will always excel at whatever she does.

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