

January 17, 2002

Dear prospective employer,

I have had the pleasure and privilege of meeting and working with Erick Betancourt over the last 4 months here in the Interactive Department of Doremus Advertising in downtown San Francisco. In that time period we have done some terrific projects together, and developed a professional report and relationship that is outstanding and very genuine.

As a producer Erick is exceptionally talented and thoroughly understands the technology and process of web development and online advertising. He has inspired me to strive to do my best work, and taught me how to mentor and inspire others. Having been a creative director for very large web development firms both in New York, and here in San Francisco, I have quite a bit of experience with managing designers and programmers, and yet I have learned an extensive amount from Erick in terms of his management style. He always works to create and support a strong team spirit. He is very gifted, and is a natural leader.

At Doremus Erick has successfully produced a client extranet, an intranet, a major technology alliance branding presentation, several online ad campaigns, HTML email campaigns and jump pages, two CD-rom projects, an e-commerce transactional website, a corporate website redesign strategy, internal process documents, and he's just getting started. He has meanwhile delivered superb client service, has educated the rest of staff on interactive technologies, and has been an integral member of the new business development team.

I look forward to continuing my relationship with Erick. He has a strong character, and distinct personal integrity. He treats everyone with respect, and professionalism. I credit him with my highest recommendation, and I would be happy to speak with you on his behalf.

Sincerely,



Bart Dority

Associate Creative Director, Interactive

Doremus & Co.

San Francisco

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