

April 4, 2008

To whom it may concern,

It is my pleasure to write a letter of reference for Deke Butler. He has been a valuable member of our marketing department for the past several months. The FreeMotion Fitness marketing department is a full service in-house creative agency. We are responsible for the creation and production of all the sales support materials and marketing collateral for our business. FreeMotion Fitness is the commercial division of ICON Health & Fitness, the largest global manufacturer of home fitness products. We will be moving out of our long-time Colorado Springs headquarters to a new office in Utah owned by our parent company, ICON Health & Fitness. The move resulted in several layoffs since many operations will now be handled by ICON's current staff and Deke's position is one of those absorbed in the relocation.



Deke is a talented graphic designer who has offered many unique visual solutions for a diverse range of projects. He is able to develop detailed concepts in order to share or present ideas. Highly skilled in Adobe Creative Suite, Deke has performed some complex photo manipulations which added greatly to the success of our projects. Additionally, he is technically proficient with a variety of design software and is comfortable working on a PC or Macintosh platform. While part of our team, he gained a greater knowledge of proper electronic print file preparation.

Irregardless of a demanding work load, Deke is able to meet critical deadlines and works well under pressure. In addition to his creative talents, he has a solid work ethic and is very dependable. When interacting with other departments and managers, he conducted himself in a professional manner.

I would highly recommend Deke; he would be an asset to any team. Should you have any questions please feel free to contact me directly at the phone number listed below.

Sincerely,

Kathleen White
Director of Marketing
FreeMotion Fitness
719-533-2928