



July 22, 2003

During the first half of 2003 we hired Brian Lawley as a Marketing Consultant at Tadpole Computer. This is a letter of recommendation based on his excellent work and the deliverables that he created for us during that time.

As a consultant and later Acting Vice President of Marketing, Brian was responsible for demand and lead generation activities, managing the Tadpole advertising and PR agencies, and kicking off VAR and channel marketing activities for the company. He also helped develop the core positioning and messaging for the overall company and its new line of SPARCLE 64-Bit Solaris notebooks.

Brian made a huge impact on our marketing efforts as we launched the commercial side of the business. He was responsible for running focus groups and doing market and customer research to better understand our target customers and their needs, creating promotions to help increase sales and lead capture, running a Google AdWords advertising campaign, and doing budgeting and planning for the marketing team. His deliverables were very high-quality, and included a reviewer's guide for press and analysts, sales tools for the Tadpole sales force and resellers, competitive analysis documents, press kit materials, online "guerrilla" marketing activities in newsgroups, articles in online newsletters, product and company presentations, FAQs and content for a newly designed website and collateral materials.

Overall we were very impressed by the quality, professionalism and timeliness of his work – we highly recommend him if you need a talented Marketing professional as part of your team.

John Butler
Acting Senior Vice President, Sales & Marketing
Tadpole Computer, Inc.