



Lindt & Sprüngli (USA)  
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*Lindt*   
MASTER SWISS CHOCOLATIER

**ROBERT EDGERLY**  
*Creative Director*

May 5, 2005

To Whom It May Concern,

As the newly appointed Director of Creative Services for Lindt & Sprungli (USA), I realized very soon on that I would be required to enlist the partnership of a senior level consultant having extensive experience with Brand management and development. I had the good fortune of working with Shaun O'Donoghue on a recent Business-to-Business Brand Development Strategy. Shaun's creative vision and strategic insight on the Business-to-Business Brand posturing for the project was pioneer in concept. His global understanding and exposure to major commercial clients, proved invaluable in establishing a relevant marketing formula that would touch all channels of our organization.

Shaun crafted a cohesive kit of direct-to-consumer, internal and external communication components, and product comp cards, capturing essence of the 160-year old Brand equity, while reinforcing the contemporary future direction of the Lindt (USA) Brand. We have not only begun to realize the expanded business opportunities as a result of the program, but also the co-branding potential within the Wholesale, E Commerce, Direct Marketing and Retail channels of the Company, as a result of Shaun's direction and integrated creative vision. This Business-to-Business Program Strategy has set the foundation in order for us to begin building a stronger, more relevant US Retail Brand.

Shaun's in-depth knowledge in accounting and systems management, workflow, creative design and execution strategies, as well as his tenure and solid vendor partnerships, maintained course and budget throughout all facets of this very high profile Corporate initiative. It is with a high level of respect and appreciation that I recommend Shaun for any appointment or position in Creative Services, Integrated Marketing and Advertising. I admire his passion and conviction for providing the highest quality creative and strategic product for market.

Warm regards,

Robert D. C. Edgerly

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