

September 30, 2008

To whom it may concern,

I am Jordan Zimmerman, Founder and Chairman of Zimmerman Advertising, 14th largest ranked advertising agency in the country, with published billings in excess of 2 billion. Zimmerman Advertising (ZADV) has garnered a reputation as an industry leader representing a host of highly respected national brands that include; *Nissan* Jackson-Hewitt* Pep Boys* Six Flags* AutoNation* Crocs* Papa Johns* Lane Bryant* Miami Dolphins* Target* Lennar* Longs Drugs* Wickes Furniture* Office Depot* Mattress Firm* Fris Vodka* Power Ice* hhgregg* Bank Atlantic*. In addition, I share ownership of The Florida Panthers and of the Tampa Bay Lightning, NHL Hockey Teams.

Kimia was introduced to me by Don King and was the "quarter back" of the promotion of Trinidad vs. Jones, a major boxing event to be staged at Madison Square Garden and distributed through HBO Pay-Per-View and worldwide through Don King International and closed circuit distribution throughout the United States and Puerto Rico. The marketing of this event was crucial and right from the beginning Kimia played a central role in the development of the marketing strategy tying all the partnerships together between DKP, Zimmerman, HBO PPV, and other sponsors and partners. She was the point person coordinating the efforts of several high performance media teams working with ZADV, Madison Square Garden, HBO, the athletes' camps, other sponsors and our client.

ZADV's involvement in this event was to bring one of our most valued clients as a sponsor to the promotion. Kimia worked hard in presenting ideas that were workable for all parties concerned, supporting all the teams and coordinating the efforts to make sure that all creative, editorial and marketing elements were executed and delivered.

She initiated many innovative ideas including integrated content sponsorship in the behind the scenes documentary series which aired worldwide, US TV and on the Internet. As series producer and director she was responsible for the shoot and production, editing the series and integration of our sponsors brand in the series. The client was very happy with the presentation of their brand. The content integration was executed very smoothly in a lively and organic style to the narrative.

Kimia also produced the Television and radio commercials, was the creative director for most of the artwork associated with the event, was the creative and editorial point person for the promoters Don King Productions, developed and

distributed web content, and initiated some dynamic website and viral campaigns. She was in charge of the photography department output and distribution of pictures. Some of her ideas had never been tried before in a major boxing event promotion - such as the Ebay auction of the boxer's gloves and the viral campaign using the advans around NYC dubbed - Don King's 5th Amendment Chariot.

She worked very well with our staff and our client's representatives and it proved to be a successful venture.

In today's highly competitive business world, what often separates success from failure is the value consumers put on a brand. Kimia embodies the drive and inextinguishable desire needed to successfully meet and exceed herculean objectives.

Sincere regards,


Jordan Zimmerman

