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October 14th, 2006

To Whom It May Concern

RE: Sally Pera

I have had the pleasure of associating with Sally Pera for many years.

Sally regularly works with top-tier clients, penetrating circles of community influence for them and making introductions that they may not easily get on their own. Her clients are directors of publicly held companies, founding partners and managing partners of professional service firms, CEO's and other C level executives looking for a specific opportunity, and companies wanting to broaden their presence in Silicon Valley and/or provide more exposure for a key executive of that company.

I often refer and endorse Sally to people in the community who may have specific branding issues and can count on Sally to provide expert strategic guidance toward specific goals.

Sally is also the root of a big part of my business network. Recently Sally was instrumental in getting me involved with the Association of Corporate Growth (ACG), first as a board member and then as its president. Also recently, Sally facilitated my induction into the Band of Angels.

Sincerely

A handwritten signature in black ink, appearing to read 'Peter M. Redford', written in a cursive style.

Peter M. Redford
CEO, TV Interactive Corp., www.tvi.com
408-892-1995