

V I S U A L M E R C H A N D I S I N G  
S T O R E P L A N N I N G



December 5, 2000

Dear Sir or Madam:

I would like to take this opportunity to add my support for Bill Levine for this most prestigious opportunity. I have known and worked with Bill for over ten years. During this time my colleagues and I have developed a professional and personal relationship with Bill. He has continuously demonstrated a knowledgeable and involved approach in all our business undertakings.

I believe a good vendor relationship is not only based on the quality of a product and a service but also on the trust and understanding developed between the vendor and client. Here at Rich's, Lazarus', Goldsmith's we have and continue to hold Bill in the highest regard and with the utmost respect on all these matters. These are just a few of the reasons we have continued a relationship with Bill and his new enterprise.

We congratulate him on this honor and wish him continued success in all his personal and professional endeavors.

Sincerely,

Randy Pender  
Divisional Vice President  
Merchandise Presentation & Store Design