

Natalie Dancewear

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January 27, 2006

To Whom It May Concern,

It is with great pleasure that I get to write this letter about Sandi Croft. A few years back, I hired Sandi as a sales person out of Canada to cover the Pacific Rim for Ballet Makers, Inc. Ballet Makers is better known by their industry brand name of Capezio Footwear and Dancewear. At that time, I was the VP of Sales for Capezio

Sandi worked with us for about four years, from 1995 to 1999, and in that time she did a phenomenal job. I am pleased to say that she exceeded our expectations in every area. While she had many accomplishments, I will just list a few major ones:

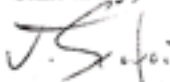
- She tripled sales in Australia, Hong Kong, Singapore and Thailand.
- Increased the account base by 25 % each year by researching and opening new accounts while not over saturating any one are.
- Achieved a 500% increase in the Philippines (incredible performance here).
- Launched new Skating Apparel and Ballroom dance line to all customers in her territory which led to a large distribution and sales gain in this area.
- She took care of all aspects of Customer Service for these customers and followed up to ensure customer satisfaction.
- Opened up new countries and markets for the Capezio brand all over the Pacific Rim.

Sandi took care of all her own travel arrangements, setting up of appointments and all presentations. She was 100% self sufficient. I gave her sales and new account goals/objectives and she exceeded them in every way, while staying within her expense budget. Performance wise I can only tell you that her tenure with Ballet Makers was a huge success. At the time, we wished we had a dozen Sandi Crofts.

What I really enjoyed about working with Sandi was her never say die approach. She embraced her goals, was always positive and friendly internally and externally; which was infectious throughout the organization. Whenever anyone spoke of Sandi, they smiled. It's very rare when that happens. In addition, she has the utmost integrity and is totally honest. I'm not quite sure what you are looking for in a candidate but all I can say is that you will not find a better person and/or professional than Sandi Croft. As you can tell, I miss working with her.

In closing, I offer you my strongest recommendation for including Sandi in the program you are considering her for. She will work hard in it and she will ultimately make you proud you selected her. She definitely made me feel that way. Feel free to call me if you have any questions that I can answer for you.

Sincerely,



Joe Scalfani

VP Sales Natalie Dancewear

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