

To whom it may concern,

Please accept this letter as my personal recommendation for Lars Grove Mortensen.

Lars has been employed as the head of marketing for my company, VVS-Eksperten A/S, which is a nationwide chain of retail stores, distributing plumbing supplies to DIY homeowners.

It has been a pleasure having Lars as the head of our marketing department - managing advertising, PR, promotions, and e-commerce. Lars has eagerly sought new ways to improve marketing activities and increase efficiency in the marketing department.

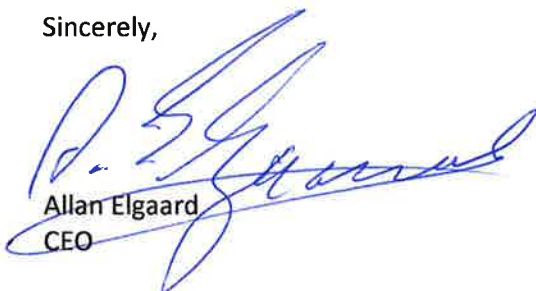
During the time Lars has been employed at my company, he made a huge impact on our company's branding. Working in cooperation with our graphics designer Lars has developed and implemented a new style guide to be used company-wide for everything from promotional materials to our job postings and product datasheets, etc. This gave us a new brand profile and a more professional look, following a consistent theme of "trusted technical expertise and the ability to supply well prized plumbing supplies."

I found Lars to be very skilled in the areas of marketing, analysis and management. Lars' stand-out talent was his ability to lead efficient team efforts when developing and executing well coordinated marketing campaigns across all media platforms - including TV commercials on national television, print ads in newspapers, unaddressed advertising mail, email newsletters and all aspects of online marketing.

In addition to having excellent marketing and analysis skills, Lars has been a great leader for the marketing department. Lars empowers his team members to perform at their best, sharing his ideas and expertise. Among other success stories I've witnessed Lars' guidance and leadership support the transformation of a young insecure marketing assistant to become a very capable marketing professional. In general Lars has provided a notably stress-reduced work environment for his team members, which in turn has helped them to cope better with their challenges. Lars will be deeply missed by his team members.

As CEO and company owner I highly recommend Lars for employment. He is very skilled in the areas of marketing, analysis and management. Lars would be a great asset for any company he chooses to join, and I have no hesitation in recommending him highly for any marketing position you may be considering him for.

Sincerely,



Allan Elgaard
CEO

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