

November 30, 2007

To Whom It May Concern:

Natalie Kates worked for me as an intern this past summer at TBWA\Chiat\Day on the method account team. Based on her performance, I highly recommend her for another internship opportunity with the American Association of Advertising Agencies' MAIP program.

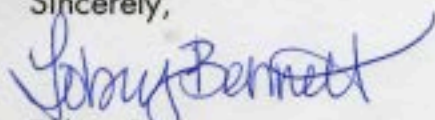
During Natalie's internship, she participated in a variety of projects for our team, including an in-depth competitive analysis of the cleaning product segment. Natalie was asked to research all marketplace communication, including traditional advertising, guerilla marketing, online and interactive, etc., and then evaluate and develop a report with her findings.

Not only was Natalie thorough in her research, but her analysis and reporting was thoughtful and intuitive. She has the ability to clearly state her ideas, and was able to identify communication trends within the segment—a skill that most people do not develop until they have had a few years of working experience.

What impresses me most about Natalie is her eagerness to learn. She takes on each project as an opportunity to develop her knowledge and skill of account management, asking questions when appropriate and listening when necessary. She always demonstrates a positive attitude, no matter what type of project is assigned, and takes initiative to further develop her understanding of the business.

Natalie would definitely approach any job with enthusiasm and drive. I would highly recommend her for another internship opportunity, as she would be a great addition to any team or agency

Sincerely,



Tobey Bennett

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