

To Whom it May Concern,

I met John O'Maley through ECRM as he was recommended by ECRM as an honest hard working master broker who knew the business. When I contacted John, we to a degree hit it off and after getting to know him, I was thoroughly impressed by his acumen and devotion to help build my business.

I was under immense pressure to get national distribution and the company I worked for was demanding that I get Wal-Mart or they would not move forward with the new division in the U.S. They were from Germany and thought Wal-Mart was everything. In fact, John helped me get with he and his broker network distribution into CVS, Walgreens and almost every regional account.30,000 doors. Still, that was not enough because Wal-Mart was the deciding factor. John thinking outside of the box got me to an invitation to a party to meet the buyer as he would not meet with me as a first-time customer. Together John and I got Wal-Mart in the first year which is unheard of in the industry.

The second time I used John was for a company called HERO. The marketing department had collaborated an effort to launch a Gummy Vitamin Line with an older recognition of Clifford The Big Red Dog. John's marketing experience led me to hiring a model who sat in a Clifford costume to warm up to the buyers at a meeting. The buyers loved it and got us 20,000 doors of distribution. Thinking outside of the box.

I have always admired John. I have worked with him at his relationship with buyers and his network of brokers. He to me is by far the best in the industry. In both attempts we got 34,000 pharmacies and 20,000 and we communicated daily. No matter what time of day or night John was there for me and providing support, information and integrity.

I would recommend John to anyone entering retail as I feel he is the best in the industry. I shy from religious context, but he is a dedicated Christian and Deacon at his church which just adds to his credibility.

In both cases John had the network of brokers and buyers that knew him well and would give their time to listen and have meetings. Otherwise, impossible with new companies. John would always determine the best strategy for the retailer based on the buyer, regional representative and whether to have all of us in a

meeting or himself or just the broker. I've always been amazed at his ability to come through and think outside the box. He knows ECRM, retail and brokers better than anyone I've met in 25 years. If I were to launch a product again in retail, John would be my go-to master broker and I would have instant credibility with his acumen, integrity and network of the right people.

Kind regards,

Scott Bukow (949) 370-9199 scottbukow@gmail.com Contact me with any questions.