



April 06, 2012

To Whom It May Concern,

My name is Holly Rush and I am the SVP Sales of Luxottica. This week, we held our National Sales Convention in Miami and on Wednesday the 3<sup>rd</sup>, Derek Daly was our keynote speaker. We chose Derek based on the relevance of his racing experience and the passion he conveys when speaking on leadership and what it takes to become a championship team.

From the first time we spoke, I was completely convinced that Derek was the right choice. He was engaged, enthusiastic, completely on point and well prepared. He interpreted well where we are at a company and how to convey the message of leveraging speed to your advantage in today's business environment. Suffice it to say, we were thrilled to have him help us convey our meeting theme aptly entitled "Accelerate the Vision".

Derek's presentation this week fell on the final day of our sales convention – the energy was incredibly high and the bar had been set. The audience was completely primed for his talk and Derek over-delivered on every possible point. He was exceptionally well prepared, passionate, succinct, illustrative and entertaining and the team was riveted. They are still talking about it today, 2 days later.

I have worked with many professional keynote speakers in my years of leading national sales meetings and have rarely come across someone as exceptional as Derek. I would highly recommend him to other organizations looking to take their business to the next level and create a winning culture.

Thanks so much and if there's anything else I can provide, please let me know.

Holly Rush  
Senior VP Sales  
Luxottica USA