

10 March 2014

Mr Derek Daly
733 East State Road 32
Westfield, Indiana 46074
USA

Dear Derek:

I just wanted to thank you for your outstanding work in the US and Europe as part of our 'Rev It Up' sales meetings. Your presentation was both inspirational and motivational for all of our sales-related employees and has continued to be talked about long after the meetings.

As you know I am a huge fan of Formula 1 / NASCAR so your messages of what it takes to become a high performing team, how to handle the ever increasing demands of doing things faster and the need for a culture of the extraordinary resonate easily with me. However, these messages cross all businesses and functions and there are lessons we can all take on how to improve our performance to reach new heights! You definitely don't need to be a racing car fan to benefit from your messages!

I would be very happy to be a reference for you with other potential customers and thanks again for a truly memorable and outstanding experience!

Very best wishes,



Roy Davis
Chief Executive Officer