



OF THE LAS VEGAS REVIEW-JOURNAL

July 15, 2004

To Whom It May Concern:

It was my pleasure to work with and supervise Doug Pederson during his tenure at the Magazine Division of the Las Vegas Review-Journal.

It would be easy to write a letter of recommendation regarding Doug's artistic ability. He has vision, great color sense, brilliant composition and powerful aesthetics. It would be easy to say that he was responsible for the artistic direction of two magazines that became profitable during his time with us. But that kind of letter would only miss Doug's more impressive talents.

What impressed me most about working with Doug was his business sense and marketing savvy. It's easy to tell an artist to put a picture here and a headline there. But, Doug understands more than art. He understands branding, positioning and image. He knows how to conceive and execute a marketing plan.

But, perhaps Doug's greatest talent is that he understands what puts black ink on the bottom line. He is cost conscious. He looks at what best generates revenue. And he works on both levels.

Doug is a self-starter who can think and work independently. He has initiative, drive and knowledge. And, that I think is the formula for "success," which is the best word I know to describe Doug Pederson.

If you have questions, please call 702-494-8355.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen Bottfeld", written over a horizontal line.

Stephen Bottfeld
Managing Director

SGB/sc



Anderson Signs
1105 Falcon
Mills, WY 82644
February 29, 1999

To whom it may concern:
Re: Letter of recommendation

Doug is an intelligent hard working employee who can be trusted to work by himself with little or no supervision. Doug works well with others and seem to always have a positive attitude.

He has a great sense of design and excellent technical skills which has helped us immensely here at Andersons. Along with his regular design and manufacturing duties he also built our company website which can be seen at: www.andersonsigns.net

Doug will be greatly missed. If there are any further questions please feel free to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Frank Kalasinsky".

Frank Kalasinsky
Executive Superintendent
(307) 235-0002

CASPER Star Tribune

170 Star Lane,
Casper, Wyoming 82601
PO Box 80
Casper, Wyoming 82602

To whom it may concern:

A letter of recommendation for Doug Pederson.

His duties included scanning all art both for advertising and editorial; stripped up classified, paginated TV Guide, sent pages through the hyphens and double checking to make sure the pages were correct before giving to press, he was starting to work on building Web pages and was learning how to do this task at a rapid pace, and also helped maintain equipment.

Doug is very proficient in Quark, Adobe Photoshop, and Adobe Illustrator and is a quick study for anything that was given him.

He was always willing to stay late or work extra hours when needed.

I would recommend Doug for any similar position.

Should you have any questions, please feel free to call me.

Sincerely,



Connie Hehn
Production Manager
(307) 266-0590