

October 15, 2008

To whom it may concern:

I have come to know Joel Wilson from a unique perspective; a perspective few have to view another's accomplishments.

Joel served as the Marketing and Communications Director for COSTEP, a company which services and funds student loans. I am the senior Partner of the advertising agency that has been working with COSTEP for many years.

Joel came to COSTEP green in many areas of internal marketing, yet seasoned in ways to make the internet work for his employer. After several months of trial by fire, Joel took his department to a new level of performance. He developed a keen sense of asking the right questions, working with us as a partner to facilitate the strategies we had set forth and ardent defender of their graphic standards.

Joel developed a good eye for quality versus subpar work. His standards were high as was his output. Joel introduced and maintained a time management system that tracked every step of every project. At a glance we knew the status of every project and, if a bottleneck occurred, how to keep the project on track. There were literally hundreds of pieces of projects to review at any one given time.

Joel's genius lies in his understanding of the internet. This genius is seen from the design perspective to using the internet as a marketing and adverting measurement tool. His passion for the internet and his knowledge is unmatched. He truly comprehends the internet culture from all aspects.

The greatest single testimony regarding someone's ability is whether you would hire them as a member of your own team. As president of Millar Hollander, Inc. the answer is absolutely yes. Joel is an amazing man and someone that I will stay in contact with for years to come.

I would be more than happy to discuss the aspects of this letter at your convenience. I can be reached at our McAllen, Texas office.

Sincerely yours,



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President

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