



To Whom It May Concern:

Bob Brattesani is a rare and wonderful designer and team member. We started working together at Diggin Active, Inc. when I wanted to balance our portfolio of products between distributed items versus products we developed ourselves. Within three years Bob invented and designed multiple products and brands that shifted our product development exactly to where we wanted it to be.

Bob's contribution to the environment of the company and as a team builder should not be under-estimated. He involved the rest of the company in the brainstorming process, spear-headed team building events out of the office, and generally is a fantastic human being to work with.

It is Bob's skill and creativity, though, that make him so valuable to any company. Bob is always thinking about what will take the company to the next level. He brings in consumer trends. He invents ideas around those trends. He proves out the ideas with quick and inexpensive prototypes and then can fully explain concepts with exceptional concept boards. At this concept level he also works extremely well with other designers, marketers and licensors and can help expand on product ranges or improve existing items. He is one of the best I have known at creating new product and brand opportunities from scratch and communicating those opportunities cost effectively so that quicker and better decisions can be made.

Bob's value rises further as the concept moves through the product development gates and into the pipeline. His industrial design brings the product to life with amazing detail. He can work with suppliers and marketers in re-designs to hit cost targets or enhance feature sets. He is incredible at solving product development problems without comprising the product benefits or design.

In summary, whether one needs to solve a problem, have someone lead a team, come up with a new brand or product, design and/or prototype an existing idea, or get illustrations done, whatever one's creative needs are, I could not recommend Bob more highly to take on the challenge.

Sincerely,

A handwritten signature in blue ink, appearing to read "Nathan Keke", is written over the word "Sincerely,".

Nathan Keke  
CEO  
Diggin Active, Inc.