



September 8, 2008

To Whom it May Concern:

Craig Womack and I met in January of 2006. ICV Digital Media was engaged to create multimedia web-based sales training and marketing presentations for Human Touch and its retail partners.

ICV's role and tasks puts us in contact with a firm's key people, their immediate staff, the company's sales/channel partners and even their ultimate customers. We are in a unique position to get a clear snapshot of a company's inner workings, culture and leadership. Our longevity has also allowed us to see how this mixture performs.

In twenty-plus years of working with managers, executives and leaders from all sectors of business and industry, our role has allowed me to view many personalities and leadership styles. Few have left such a positive impression the way that Craig Womack has.

It is rare to see such an experienced and seasoned executive with the energy and passion for his business that Craig Womack exhibited. Craig's deep history and knowledge in the retail sector along with his energy and intellectual curiosity was both unique and refreshing.

Craig also showed confidence with new technology. He was very comfortable with exploring new or emerging uses of media and applying them to the web. It illustrated the fact that he is not a mired in "what worked before", but rather "how can what worked before be applied to make this work better".

Craig's leadership style, personality and actions inspired great respect and loyalty from those that worked with him. The "Womack Factor" permeated many levels at Human Touch and even more telling, continued when he was no longer there.

Any organization with a position that Craig Womack determined he wished to explore, would be fortunate to retain him. Craig's qualities are not determined by the company, their products or positioning, but something more deeply ingrained in his character and values. When a Craig chooses the organization he will work with, his character and qualities will be a true asset to their balance sheets.

If there is any other information or input the recipient of this letter might want, please don't hesitate to contact me.

Regards,
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