

October 21, 2008

To those that need to know:

I develop products at Human Touch, the premier massage chair manufacturer in the US.

I've got skills. I know how to make products look good. *So what...*

In my 6 years as VP of Design at Human Touch, I relied on the insight of CEO Craig Womack to determine how to trim, tailor and refine the perfect fit between what simply looked good and what consumers would buy.

Under Craig Womack's leadership, Human Touch gained 76% share of its market. Craig transformed an entire retail category from a consumer dismissed novelty to a highly regarded source of retail wellness and lifestyle solutions.

Serious innovation is critical to Human Touch dominance. Craig's experience and vision established the standard to which all competition measured their products. This extraordinary dominance was sustained by Craig's effective strategy of short development time lines, high standards for a unique product line, all with no compromise in reputation for quality.

After years of working closely with Craig Womack, I can confidently say that he has the drive, the experience, and most importantly, the intuitive vision, to power and sustain growth in any discriminating corporation fortunate enough to make his executive acquaintance.

I am available any time for additional information and further discussion of my extraordinary experiences with Craig Womack.

David Potter

V.P. of Design

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