

To whom it may concern:

I started working with Jon Pheils in 1990 when I was in the first phase of my career at The Sharper Image. Jon's role was outside counsel on real estate matters. The Sharper Image was growing its retail portfolio dramatically and Jon provided unparalleled guidance, negotiating skills and current real estate knowledge to every leasing project.

It was clear from the very beginning that Jon understood the importance of signing leases for retail properties that were fair, protected the company's position and worked within a reasonable framework of developing good relationships with landlords.

Jon is a superb and tough negotiator on behalf of his clients and does so in an efficient and cost effective manner.

I worked directly with Jon on every lease while I was at The Sharper Image. As my career progressed, I continued to call upon Jon to handle all real estate leasing matters for me. In addition to Sharper Image leases, during the past 19 years, Jon and I have worked together on store, office and showroom leases for Smith & Hawken, Gazoontite, and Human Touch. While I had final sign off authority for these transactions, I would not have signed any of the deals without Jon's oversight and counsel.

I witnessed first hand Jon's ability to handle complex leasing issues, give counsel to retail executives anxious to "make the deal", and maintain a calm but firm demeanor under pressure. Said simply, Jon Pheils gets things done through extraordinary and timely follow-up, a brilliant knowledge of the most current real estate leasing practices and an overall level of legal competence.

Please do not hesitate to contact me if you have any questions or would like any further information about my experience working with Jon.

Craig P. Womack
Former CEO, Human Touch, LLC.
Former President, The Sharper Image, INC.
cpwomack.com
415 225-1300