

June 5, 2008

To Whom It May Concern:

I am writing to provide a professional reference for Robert Tercek. In my experience as the President and Publisher of Billboard and Group Publisher of The Hollywood Reporter, Backstage, ShoWest and Kirkus Reviews, I have had the pleasure of working with many of the media industry's brightest minds. Robert Tercek ranks among the very best speakers I've ever encountered. His speeches on the topics of innovation and creativity have influenced industry leaders in many parts of the world.

Mr Tercek is an electrifying public speaker. His passion for the subject matter is infectious. In just one hour, attendees gain a fresh perspective on the major trends that are transforming creativity and innovation in industries as diverse as media publishing, technology and telecommunications. More attendees have requested printed text from Mr Tercek's media and telecommunications keynote speeches than any other speaker.

Tercek has deep professional expertise, and it shows. He draws on his career as a television director, game designer, movie studio executive and digital media pioneer to illustrate the way major trends are reshaping the process of innovation across entire industries. His experience working on the ground in Asia, Latin America and Europe provides a highly relevant perspective to audiences facing questions of global competition and market intersection. His presentations are packed with illuminating anecdotes, telling statistics, surprising paradoxes and a refreshing dose of good humor.

At my request, in October 2005, Mr Tercek crafted a special opening presentation for the Digital Entertainment Media Exposition in Los Angeles. This plenary speech was superb. It set the pace for three days of lively discussion among the attendees, and it provided valuable insight into the global transformation of the media industry.

At the Mobile Entertainment Content and Commerce event at Cellular Telecommunications and Internet Association conference in 2006, Mr Tercek was a lively and provocative speaker in our opening panel discussion. He used humor and bold statements backed up with solid market data to stir the audience to reconsider some of the industry's sacred cows. Several times his comments were punctuated by spontaneous applause from the floor.

Mr Tercek has participated in a number of conferences organized by Billboard and the Hollywood Reporter. He is eager to provide suggestions for discussion topics, roundtables and guest speakers. I found it a pleasure to include Mr Tercek as a member of the advisory board on many of our conference events.

He is well connected and is a trusted resource on emerging media technologies and the overall subject of innovation, creativity and change.

In sum, it is my pleasure to give Robert Tercek my highest recommendation as a keynote speaker. He will deliver valuable information and analysis in an inspiring and entertaining manner.

Sincerely,

John Kilcullen