

July, 2003



To Whom It May Concern:

I am very happy to recommend Multi Media Exposure Inc. (MME) to your attention.

MME is a company that best exemplifies every professional quality HSN and a client would look for in seeking an Agent to represent them in a Live TV medium. Their background as traditional retailers for some of the most upscale and exclusive cosmetic and fragrance brands in the world, as well as, their complete understanding of live TV retailing, makes them ideal business partners. MME is unlike most partners we have at HSN in the respect that not only do Skip and Amanda appear on TV, but they also act as agents and have successfully managed other brands both on Direct & Live TV, as well as, traditional brick & mortar department & specialty stores.

We can count on MME to deliver only top-quality brands and on-air personalities. They have an instinctive eye for "the winning combination." All the brands they represent on HSN are not only very successful but are built on a strong foundation that brings their brands long term success.

MME has an immediate understanding of "image." They know how to build and market a brand while keeping integrity. They consistently maintain tight controls on their follow-thru and all other aspects of their business.

HSN has worked closely with the principals of MME, Skip and Amanda Borghese, for seven years and it has been an extremely rewarding relationship for all concerned. In the last year, HSN and MME have more than doubled their business together.

We consider MME a genuine partner!

Sincerely,

Robert J. Rosenblatt  
President, HSN U.S.