

Eric Marder Associates, Inc.

STRATEGY EVALUATION • CHOICE MODELING • PREDICTING CUSTOMER BEHAVIOR
www.ericmarder.com

contact information removed - see below

Philip Truscott was employed at Eric Marder Associates from 1998 to 2005. During that time he exhibited an outstanding work ethic, as evidenced by a willingness to work long hours when the situation demanded it, and by always being proactive in seeking additional projects when the ones he was working on did not occupy him fulltime. An example, which further demonstrates his work ethic, occurred during the 2002 blackout. Unable to communicate with people who had stayed overnight at the office, he roller-bladed into Manhattan, bought coffee and snacks for everyone, and walked up 14 flights of stairs to our office.

In terms of the work product he delivered while in our employ, EMA has a collection of proprietary research methods, each of which has a particular form of data collection. Until 2001, data collection for these research methods was exclusively paper-based. During Philip's tenure at EMA, he single-handedly created the first Internet-based data collection programs for each of these proprietary methods. These programs were used exclusively for several years to host our online studies.

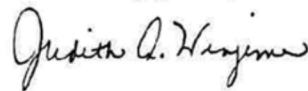
In addition, he wrote software to enable non-programming staff to create new Internet-based research surveys with minimal programmer intervention.

He provided permanently uploaded software with clear versioning so that new surveys that were similar to those deployed in the past would not require new testing and software development.

He developed software to monitor live progress of Internet surveys, including email alerts to staff members showing the number of completed interviews, and various other statistics.

In sum, Philip was a highly-valued contributor to EMA's work. It was a pleasure to have him on my staff.

Sincerely yours,



Judith A. Winzemer
Senior Vice President

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