

January 7, 2009

To Whom It May Concern:

I am writing regarding the recruiting services of the Troyanos Group, and the efforts of Norman Sherman in particular.

My company, Heartbeat Digital, is a Manhattan-based digital agency serving healthcare and consumer products clients nationally. I was looking for a Senior Vice President to run, manage and build our strategy practice and participate on my senior leadership team. This was at a time when the demand for seasoned, world-class digital talent was perhaps greater than it has been since the birth of the WorldWideWeb. I had been looking (with the help of several other recruiters) for more than a year before we engaged the Troyanos Group. We had no luck finding the right person for the job; in fact, we took a chance on a couple of individuals who each ended up being a very poor fit for the position.

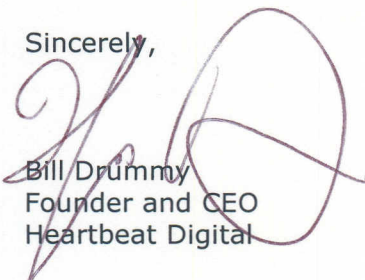
Norm engaged in the search with great professionalism, commitment and tenacity. I say tenacity because by this time, I had become extremely selective (not to say obstinate) about whom I would hire. We went through a number of candidates who, while professional, did not quite meet my requirements.

At this point, I think most recruiters, even retained recruiters, might have lost heart. Not Norm. He took it on as a challenge and redoubled his efforts to find us the right person.

I am happy to say Norm's persistence paid off. He introduced us to a truly exceptional candidate who has fit the company's needs and culture like a dream.

So if you are looking for a recruiter who really listens, is truly dedicated to solving his client's problems, and maintains his professionalism in the face of any challenge, Norm is your guy, and the Troyanos Group is your company.

Sincerely,



Bill Drummy
Founder and CEO
Heartbeat Digital