



Complete Floor Care Solutions  
Equipment • Chemicals • Service • Parts

The purpose of this letter is to provide an accurate overview and evaluation of Frank Wiley's (President of Magnitude Marketing) contribution to Castle Rock Industries (CRI) while under contract. Frank worked in many areas of the company, taking on numerous projects, many of which fell under my responsibility in Marketing.

CRI has been an organization going through enormous change – both internally and externally. As a vertically integrated organization, the company had never bundled the brands that they offered the market (Windsor, Prochem, Graco & TecServ). The struggle in doing so was “change” in the entire CRI business model and value proposition. That “change” had huge impact on the employee's and customers of CRI.

Over the last two years, Frank became an integral part of evaluating the CRI business model and assisting in the development of strategies to position CRI in the industry. The bottom line results of his efforts were improved market share and profitability.

Frank was an indispensable resource who I could count on to deliver projects on time, accurately and professionally. In fact, in my entire career, I have never worked with an individual who could so quickly grasp a situation, evaluate it and provide a strong solution.

One of the greatest strengths I noticed about Frank, aside from his ability to assess and strategize, was his versatility. I assigned numerous projects to Frank and below is a sampling of some of that work:

- **Facilitator**
  - In developing CRI business strategies, we often held customer and employee round-tables to gain an understanding of the core issues. Frank was often asked to facilitate these meetings and provide strategy suggestions.
- **Training / Sales Education**
  - When driving change within an organization, training is of enormous importance. Frank played a large role in developing the training curriculum and the actual hands-on education of the CRI sales force.
- **Writing: White Paper / Article / Etc.**
  - Communication and updates to the industry was vitally important for CRI and Frank wrote many articles and white papers that were published in various industry magazines and / or posted on the CRI web site.

In one page, it is difficult to list the value Frank delivered to CRI; however, I know he would be an outstanding addition to any company's sales and marketing organization. I know that if the opportunity arises, I will use Frank again. For further details, please don't hesitate to contact me direct at: 720-289-4001.

Sincerely,

Jeffrey B. Pease  
Vice President – Marketing & Channels

