



November 24, 2006

To whom it may concern,

John Carson began as Managing Editor for Beer.com on September 22, 2005. Since that time, he has made significant contributions that have helped Beer.com become a very popular destination for males aged 18 to 34.

Specifically, John researched and discovered unique content that appealed to our target audience; maintained a daily blog; conceptualized, created and produced a daily email called "In the Flow"; wrote and recorded content for the Beer.com podcast; managed all of the content on the site through a content management system; and even created his own graphic assets as necessary. John also managed a pool of freelance resources; developed and maintained relationships with content partners that provided Beer.com with great value for its audience; and contributed strategic ideas to help Beer.com increase its traffic, lower its costs and increase its revenues.

John is very organized and on top of things and he never missed a deadline. He has a strong, no-nonsense work ethic and gets things done.

It was with regret that Beer.com wasn't able to keep him on staff. We are entering a transitional phase where we are re-evaluating our go-forward strategy and could not continue with the current staffing model.

If you have any questions, I'd be happy to discuss it with you.

Sincerely,

A handwritten signature in blue ink that reads "Rick Brown".

Rick Brown  
Editor-in-Chief  
Beer.com  
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