



30 April 2012

To Whom It May Concern:

This letter is my personal recommendation of Charles D. Herold. Last year, our firm engaged Chuck's advice and leadership in the process of recruiting and securing business development capital. In that capacity, he received and acted upon directives and financial policy matters. I found him to be consistently intelligent, experienced and persistent, interacting with my staff and me on all aspects of the very critical assignment with dedication and appropriate willingness to confront challenges internally and externally.

Besides being a professional in all manners of his work, Chuck proved to be a creative problem solver, who is able to bring strong experience to our challenges -- and with panache, attract and negotiate with enthusiastic financial entities and investor candidates. He successfully developed financial instrument strategies for our company that resulted in securing a flexible line of credit on assets and impressive modeling that built confidence with subsequent investors. During his tenure with us, our organization grew 300% and secured both the line of credit and proceeds from a professional investor resulting in 60% of our full capitalization.

I highly recommend Chuck to any group contemplating a Senior Financial Advisor, interim CFO or Business Strategist – either contract or employed. He is a team player who would make a great asset to any organization.

Best personal regards,

Rob Paladino  
CEO  
CoolJuice® Beverage Company  
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