

April 10, 2003

Dear Sirs:

The company I represent, Photocyclops.com, contracted Carl Kline to assist us with updating our existing Web site using ShopSite software. Our Web site, in its original form, was not constructed to our satisfaction, thus we contracted Mr. Kline to do almost a complete overhaul of the layout and content.

As the employee in charge of overseeing all Web-site functions, I personally worked with Mr. Kline during the reconstruction. Initially, I was comforted to find that he was able to understand what we were looking for without extensive questionnaires and correspondence as we had encountered with previous designers. Although I had little background working with Web software and html, he was able to easily guide me through the analysis of what each request would entail. I was delighted to find him to be an excellent teacher³ and he made suggestions along the way that only an expert could¹ providing a better product than we had anticipated. Additionally, as we came up with new ideas throughout the process, he was eager to accommodate our requests, and quick to post the changes.

Mr. Kline provided us with a timely estimate after reviewing the back-office portion of our site, which turned out to be incredibly accurate. He even provided two online phone tutorials, which helped me to learn proper maintenance of the site on my own for content changes. This is perhaps the most beneficial reason for working with Mr. Kline. I think you will find that most Web designers withhold valuable information in order to keep themselves employed when. it is not necessary - he will teach you as much as you are willing to learn.

We invite you to visit our Web site, www.photoevclops.com to view the quality of Mr. Kline's work. As a photography company, we are especially interested in the visual quality of anything with our name on it, and we were impressed by his creativity and general input in this regard.

We have plans to do more with our site in the future, as the Web portion of our business continues to grow, and we will definitely contact Mr. Kline when we need assistance. We are extremely satisfied with his work, and it is our pleasure to give him a very high recommendation.

Sincerely Yours

Heather Hale