



June 25, 2014

To Whom it May Concern,

RE: IT Factor Reference

It is my distinct pleasure to provide to you a strong recommendation for Natasha Borota and the team at the IT Factor. They certainly have `it` when it comes to working and supporting our needs.

Bell has had the pleasure of working with Natasha for many years. Her relationships, connections – and most importantly – attention to detail make her agency a natural first call when we are in need.

Most notably in the recent past, the IT Factor has helped us secure great spokespeople for one of our most critical business relationships. Each of the past three years has consistently been better than the year before...a remarkable success given the pressure to deliver greatness.

It would be my pleasure to speak with you about the IT Factor and answer any additional questions you might have.

It is a pleasure to provide this reference.

A handwritten signature in blue ink, appearing to read "L. Phinney".

Loring Phinney
Vice President, Corporate Marketing
Bell Canada