

# BULOVA

February 25, 2014

To Whom It May Concern:

I met Natasha Borota in 2010 and finally had the pleasure of working directly with her and her team in 2013 to launch our new brand Caravelle New York.

I was already very aware of Natasha's talents as they relate to event execution – having attended many of them - however this was the first time we were getting to work together on a business venture.

Natasha's incredible adaptability and flexibility combined with her creative acumen led me to believe this would be a successful venture. However, I wasn't prepared for just how successful! The mission was to digitally launch Caravelle New York targeting a much younger audience as the newly revamped line was a 180 degrees from what it had been (previously classic and now a fashion brand). Her uncanny ability to know what the client wants before they tell her makes customers feel comfortable with her. Her flexibility also allows her to quickly switch tactics if the customer changes their mind about something at the last minute. Our results far exceeded our expectations, so much in fact, that our parent company adopted many of our initiatives from our fall 2013 launch into their spring 2014 marketing plans.

Natasha's great connection with the customers and relentless perseverance to always make the customer happy enables her to over-deliver and her efforts never ceased to amaze me. For all of these reasons and more, I believe that the It Factor delivers more than simply added value and great ROI, but rather they became part of our team.

Should you have any questions, I invite you to contact me at the number or address below.

Most sincerely,



Sian E. Williams  
President  
Bulova Watch Company Ltd.