



BIOTECHNOLOGY
INDUSTRY
ORGANIZATION

November 20, 2002

To Whom It May Concern:

Re: Print Aspects and Mayer Mody

Our organization has worked with Print Aspects for two years and I am pleased to supply a reference to both the firm and Mayer Mody.

Print Aspects has prepared numerous web sites for the Biotechnology Industry Organization's various conferences. The web sites have been successful, easy-to-use sites that have been well-received by both our staff and our client base. Print Aspects has also been responsible for several print assignments including the design and production of direct mail pieces, programs, ads and fliers, as well as the processing and printing of lengthy conference handbooks constructed from data downloaded from web-based forms.

We have found Print Aspects' work to be of consistently high quality. The firm's sense of design is solid and tempered with an appreciation of what is appropriate for each medium. The staff's mastery of the requisite technical skills is complete and up-to-date. Perhaps more importantly, they are *reliable*. They are prompt at returning phone calls and e-mails and consistently meet deadlines. They work the necessary hours required to complete projects on time and can be counted on to be flexible and accommodating of reasonable last-minute requests and rush jobs.

Mayer Mody and his staff are a pleasure to work with. Through the stress of demanding schedules and long work hours Mayer maintains a sense of humor and a focus on the job at hand. One of the unexpected bonuses of our relationship has been the valuable perspective and sound advice he has provided based on his knowledge of our industry and our own operations.

I look forward to continuing to work with Print Aspects in the future and will be happy to answer any questions prospective clients might have regarding their services and relationship with our office.

Cordially,

Wesley Triplett
Manager, Business Marketing Programs

Biotechnology Industry Organization
666 Third Avenue, 24th floor
New York, NY 10017
212 292-5500