



THE LIVING DESERT

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September 21, 2005

To Whom It May Concern:

Kim Spence served as our Director of Marketing and Public Relations at The Living Desert for our 2004-05 season. Although her tenure was short, Kim developed a successful marketing and public relations strategy for our park as well as implement new events and promotions.

It was through her skills that Living Desert was successful in keeping a high profile to our consumer. She was successful in raising over \$200,000 in marketing sponsorships and promotions. Kim launched a highly successful integrated advertising campaign "Now Playing". Kim coordinated the marketing of our benefit Ford GT Car Auction. Additionally, she expanded our press database to include national contacts and PR stories.

Kim also developed new special events to bump day attendance that included: Health, Fitness, & Safety Fair, Animal-themed Enrichment Days, Dinosaurs Rock and a birthday party celebrating our mountain lion Reno's 20th birthday. She also introduced other revenue generating programs at our facility—Cell Phone Recycling, Foto Fantasy Booth and Santa Photo sales during our holiday lights event *Wildlights*. She also helped launch our popular "Behind the Scenes" tours. Kim promoted the park at various community events and developed an eye-catching "Tradeshow Booth" and support materials for these events.

Kim was an innovative employee while at The Living Desert. I am confident she would be an excellent addition to your organization's marketing and public relations needs.

Sincerely,

Terrie Correll
Vice President/COO