



March 19, 2002

To whom it may concern:

I'm writing regarding Lela R. Katzman, president of Full Spectrum Communications. I have been associated with Lela since 1999, when I came to work for Vericor Power Systems. At the time, Lela was already a consultant to one of Vericor's founding companies.

Lela brings to Vericor more than 10 years experience communicating with key trade publications in the industrial, power generation, gas turbine, energy and marine industries. Her knowledge of these areas has been invaluable in shaping our strategic marketing communications program.

With her strong media ties, Lela provides these outlets with relevant company information via press and photo releases, feature articles and one-on-one interviews. In turn, Vericor has been granted substantial editorial space -- and recognition within our target markets -- through these publications that are key to our sales and marketing efforts.

Lela has also gone outside the traditional role of publicist, wearing various marketing hats. For instance, she was instrumental in developing the text for Vericor's website, and continues to work with our webmaster to ensure that the most up-to-date information is up on the site. She helped develop several targeted trade press advertisements for Vericor, as well as a four-color sales brochure. She continues to conduct extensive research needed for projects ranging from selecting a product name to investigating trade show and advertising opportunities.

Please don't hesitate to contact me as I would be happy to provide you with further details on Lela and her company.

Sincerely,

Dr. Michael Luz
Director of Marketing
and Engineering
tel: (770) 569-8808
fax: (770) 569-7524
email: michael.luz@vericor.com