



August 19, 2004

To Whom It May Concern:

Two years ago I attended the Body Art Ball for the first time. I was unfamiliar with the show, but left the venue astounded at the creativity, professionalism and sheer spectacle of it all.

In the weeks that followed, I was given an assignment by my client, Philip Morris International, to come up with an unexpected bar/club event that would have appeal worldwide. With the impact of The Body Art Ball still on my mind, I called Candy Smith with C&C Productions to ask for details about working with my client.

She was happy to provide me with video, photography, and other materials that enabled me to present it in a professional way. Almost immediately, she began compiling costs, travel arrangements, talent needs and client requests so that I could have a clear picture of everything.

My client loved the idea and asked me to present it to a group of PMI executives from 8 different countries. C&C productions agreed to join us at the meeting in New York City for an exclusive, "live" performance with at least 20 cast and crew members.

Planning and coordinating an event out-of-state can be difficult, but C&C made it easy. Timing, costs, travel, and most of all, a willingness to work with our client's specific needs made them delightful to work with. Specifically, they were able to creatively modify their existing performance, even going so far as to create new characters within a short timeline.

The Body Art Ball is such a unique and exciting performance, and will bring unforgettable exposure and support for our client's brand and it's sponsors. I would recommend C&C Productions to anyone looking to develop an exciting showcase for their brand or property. If you have any questions, feel free to call me.

Sincerely,

Kristen Murray
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