

PATRICK KENNEDY

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WRITTEN REFERENCES



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To Whom It May Concern:

Patrick Kennedy was employed at Clark McKay and Walpole as Head of Technology and IA within our digital division (CMW Interactive). He was employed on a permanent basis from 10th August 2002 to 15th July 2005.

In this role Patrick was a senior member of the agency with both regular client and operational responsibilities. Patrick always demonstrated great confidence and aptitude in front of clients, who trusted his knowledge and judgement thoroughly. From an operational perspective Patrick managed our production resource and successfully established our IA and user experience offering

Working with Patrick was always a thoroughly enjoyable experience. His remarkable knowledge and passion for all things digital inspired and motivated everyone around him. While his work ethic, team spirit and integrity ensured every project was delivered to the highest possible standard.

Personally, I couldn't speak more highly of Patrick. He is a very reliable, honest and trustworthy person who is genuinely down to earth. And when you get to know him, he has a fantastic sense of humour and wit.

We were extremely sad when Patrick decided to return to Australia, but I would have no hesitation in recommending him for a relevant senior position in your company.

If there are any further queries, please don't hesitate to contact me.

Kind regards,


SEAN HANNEBERRY
Board Director

CLARK MCKAY AND WALPOLE LIMITED
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REGISTERED ADDRESS
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PATRICK KENNEDY

The logo for Leo Burnett, featuring the name in a stylized, cursive script with several small stars scattered around it.

5 July, 2002

To whom it may concern,

I have known and worked with Patrick Kennedy for two of the almost four years he has been with the company.

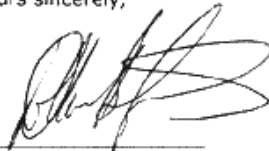
During this time he has undertaken the role of Head of Technical, taking responsibility for all technical aspects of the web development team. He has consistently demonstrated a high level of expertise, dependability and above professionalism which has been indispensable to our work both with our internal agency clients and external customers.

He has played a major role in assisting us to achieve the integration of our team's online developments with the agency's traditional advertising communications. Patrick is never short of ideas nor passion and enthusiasm for his job and the field in which he works. His determination to further educate his peers and himself have made Patrick a great asset to the company and his dedication has resulted in numerous successful projects and the growth of the team to what it is today.

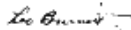
Patrick has the ability and attitude to adapt his skills to many different areas. Whilst at Leo Burnett, aside from his duties as Head of Technical, he has always been a great source of help and assistance across the entire business.

I wish Patrick every success with his career and overseas travels, and I whole-heartedly recommend him to you. His broad range of skills, ingenuity, expertise and great attitude make him an excellent addition to a team. Please do not hesitate to contact me if you wish to discuss further.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'William Beresford', written over a horizontal line.

William Beresford
Head of Digital
Leo Burnett, Sydney

A smaller version of the Leo Burnett logo, featuring the name in a stylized, cursive script with several small stars scattered around it.

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PATRICK KENNEDY



Leo Burnett

29 July, 2002

TO WHOM IT MAY CONCERN

Patrick Kennedy

It gives me great pleasure to write this reference for Patrick. In the time that I have known Patrick he has always demonstrated tremendous qualities - both on a personal and work front.

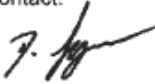
Patrick was employed here at Leo Burnett as Technical Leader in our Digital Interactive department. Here, Patrick was instrumental in the launch of Leo Burnett's digital offering and has also helped make that offering into a successful multi-million dollar operation and ensuring that the highest of standards technically and professionally were continuously maintained.

Understandably, Patrick is looking to travel overseas and maybe to even pursue different professional interests - however, if he ever had an interest in returning to this company, I would not hesitate to re-employ him. In the case of Patrick applying to work at other organisations I would happily, and strongly, recommend him for any position for which he might apply.

Patrick's knowledge of the digital discipline, his ability to manage staff reporting into him, his passion and his professional attitude places him well for any number of roles that he might apply for - and any number of organizations he might apply to. At all times with Patrick, you will find you are dealing with a very resourceful, responsible and responsive individual.

Patrick will be missed by all of us here at Leo Burnett, however we all wish him well in his future endeavours.

If there are any aspects of Patrick's time here at Leo Burnett - or indeed any facet of this written reference - that you would care to discuss further, please don't hesitate to make contact.



DAVID SAYER
GENERAL MANAGER - OPERATIONS & HUMAN RESOURCES

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Leo Burnett Connaghan & May

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