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15<sup>th</sup> August 2005

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 10<sup>th</sup> August 2002 to 15<sup>th</sup> 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