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

Direct Line: (02) 9925-3665

Leo Burnett Connaghan & May

Leo Burnett Connaghan & May Pty Ltd ACN 001 999 257
162 Blues Point Road, McMahons Point,
NSW, Australia 2060
Telephone (02) 9925 3666 Fax (02) 9925 3617