



PRIVATE & CONFIDENTIAL

4th January 2011

To Whom It May Concern:

Re: Reference John Lyons

I am delighted to provide a reference for John Lyons. John worked for Taptu as a sales executive introducing our company to multiple high level contacts in the carriers and manufacturers. He is fearless in his approach and gets dialogue at the highest levels (often the CEO). This enabled Taptu to open business-to-business sales in the US.

I have no hesitations in recommending John to other prospective businesses looking for an effective external sales representation to quickly develop business

Yours sincerely

A handwritten signature in blue ink, appearing to read "Bob Last".

Bob Last
SVP Commercial Development and Co-founder

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