



December 5, 2011

To whom it would concern:

MFLEX is a global leader in flexible circuit assemblies which enable our customers to develop thinner, lighter, and smarter products. These assemblies are used to connect other components in various kinds of electronics, such as smartphones, tablets, and ultrabooks. Our business model is to use technology representatives who can produce sales of potentially \$100M plus.

J Lyons Marketing has long history with MFLEX and has been a major source of sales for us worth millions of dollars over the years. John Lyons, the principal, is a senior veteran with 25 years' experience. He grew up in the electronics industry and thus his connections are impressive. He knows most of the new programs underway with the major customers in order to get a project started right out of the gate. He is unique in also representing start- up companies with new technologies. This blend works well with CTOs or directors of innovation, who are constantly looking for new solutions and ensures that John is fully plugged into their strategies. The technology companies in the Fortune 500 clearly view him as a trusted source of technical solutions.

MFLEX values J Lyons Marketing as one of the best technology representative firms on the East Coast and would recommend J Lyons Marketing to any company that needs major penetration to a new account, markets, or North American coverage.

Sincerely,

Tom Bickner

MFLEX

Manager, Business Development

www.mflex.com