

Ms.
Cathy Riva
Promotions Director
W Magazine
7 West 34th Street
New York, NY 10001-8189

May 18, 2004

Dear Cathy,

You were fabulous! Thank you so much for your hard work in organizing yesterday's event – you pulled it off, almost single-handedly and it was a great success, exactly what we had in mind.

Thank you.

Very kind regards,

Francois Henry Bennahmias
President
Audemars Piguet NA Inc.

Alice Riese Rolley
Marketing Director
Audemars Piguet NA Inc.

**HENRY
STREET
SETTLEMENT**

February 9, 2004

Ms. Alyce Alston
Publisher and Vice President of W Magazine
7 West 34th Street, 5th Floor
NYC 10001

Dear Ms. Alston:

I am writing to thank you for allowing the Henry Street Settlement to benefit from your January 28, 2004 volunteer day. It was a pleasure to have you and your staff at our Senior Center to help brighten the day of our program participants, and working at our Abrons Arts Center music department helping to catalog our library. Thanks to the dedication and excellent coordination of Cathy Riva the afternoon was an absolute success.

You and the other volunteers were so generous with your time and enthusiasm, which is so often missing in our senior's lives. For many of our elderly, this companionship may be the only source of socialization that they encounter. At the arts Center, your work has helped us move forward in our plans of creating a music resource library to allow our student's access to the worlds finest recordings.

Although I greatly appreciate the work the seniors, the music students and the entire community want you to know how much it means to them, and how very grateful we are to W Magazine.

Sincerely

Verona Middleton- Jeter
Executive Director

07/01/2004

Dear Cathy,

It was such a pleasure working with you on our fashion event. Thank you so much for helping make the evening a success. The partnership you created with Luca Luca and Audemars Piguet reflected both the upscale branding of both our products.

Your willingness to go the extra mile for our brand really stood out with the attention to detail, from the customized exterior window displays to the sophisticated color coordination with the caterer treys.

Luca Orlandi was especially pleased with the new customers you brought into the store, Gillian Hearst-Shaw, Annie Churchill, Tracy Stern and Erika Vitrini looked wonderful in Luca's designs

Thank you again for creating such a wonderful event and marketing partnership.

Warmly,

Selda Gulcan
Director of Public Relations
Luca Luca

New York
April 2004

Dear Jennifer

It was such fun to do an event with W. Cathy is terrific, Neiman Marcus is a great name. Piazza Sempione is growing its brand awareness—Thank you for the opportunity!

Sincerely
Stefania Amfitheatrof

To Whom It May Concern:

I have known Cathy Riva for over five years. As the Research Producer and Managing Producer for Who Wants to be a Millionaire, she worked tirelessly in a very demanding position that was often under very tight time constraints. She was an exemplary employee with incredible resources and foresight that often made me marvel. She is exceptional at handling people and getting them to offer information that was often difficult to retrieve. All the while with a smile on her face and continuously offering to help in any way possible.

Aside from a fulltime position as a researcher, Cathy served as the official hostess of all office parties. This is truly her specialty. At various times over the 2+ years she worked at Millionaire, our staff of writers and researchers was 20 people growing in size to 40. In addition to that, Cathy planned a great Emmy party our first year for a group of 200 and a wrap party for as many people.

I couldn't recommend a more responsible, talented and generous person. She is an asset to anyone and a dream to work with.

Regards,

Deirdre Cossman

Dear Cathy,

July 7th , 2004

I want to thank you for all you did. The party was a great success. Everyone had a wonderful time. Thank you so much for putting this on for us. We had almost a 100% RSVP. It was great to see our consultants rewarded. I had a great time helping out. Thanks again for everything.

Nancy Reid

June 22, 2004

Cathy Riva
Promotion Manager
W
7 West 34th Street, 5th Floor
New York, NY 10001

Dear Cathy,

I am writing to thank you so very much for helping to make LUXURY by JCK 2004 an amazing event. Without question, this year's LUXURY was the most successful and superior in class yet. The spectacular educational and networking events, the impressive flurry of business activity on the new lavish salon ballroom floor all provided unparalleled opportunities for everyone who attended.

The busy days on the salon ballroom floor were only outdone by the spectacular networking events surrounding LUXURY. Your invaluable participation enabled us to have top-notch cocktail receptions, spectacular dinner parties, unforgettable entertainment, late night mixers, industry leader presentations and amenity based programs which all collectively enhanced the overall experience at this year's events. Based on overwhelming feedback. It is these additional networking opportunities that really distinguish the LUXURY event—and for this we thank you.

Across the board, all participations in LUXURY by JCK 2004 left with the satisfaction of knowing they were part of something special that will benefit their business tremendously.

Again, we thank you for your involvement in the 2004 LUXURY event and we look forward to developing even greater opportunities for you to fulfill your marketing goals through LUXURY by JCK.

Warmly,

Linda Goldstein
President
Goldstein Communications

Nicole Davis-Foster
Director of Marketing
Goldstein Communications