



June 29, 2005

To Whom it May Concern:

I'm writing this reference letter on behalf of Alene Kelsey Metcalf. I've been Kelsey's General Manager for three years at Paramount Pool & Spa Systems and worked with her on many company projects. I also had the pleasure of supervising her for two of her three years at Paramount. Throughout her entire time with the company, I witnessed Kelsey tackle every endeavor with professionalism, organization, and energy.

Kelsey is very much a motivated team player who demonstrates integrity, reliability, and determination with everything she does. She is constantly looking out for what is best for the company and is unwavering in her determination to find the answers she needs. Kelsey is always willing to share the knowledge she has acquired through her extensive experience in marketing, graphic design, communications, and e-commerce/web. Kelsey never limits her scope and has even, on many occasions, provided the company with technical assistance with software and hardware issues that has saved us money and "downtime".

Kelsey has been a key factor in communicating with both our internal and external customers and her service to them is unparalleled. She has successfully led her staff and co-workers through dauntingly large projects while retaining the respect and admiration of those around her. I'd strongly recommend her for any endeavor she chooses.

Please don't hesitate to contact me if you have any further questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Louis C. Pioreschi', is written over the word 'Sincerely,'.

Louis C. Pioreschi, *General Manager*