



R U D E R • F I N N

March 11, 2005

Amy Doner  
Premier Entertainment Consulting  
14 Hillbury Road  
Essex Falls, NJ 07021

Dear Amy,

I am writing to thank you for the exceptional services that you have provided in support of Ruder Finn's work on behalf of Zelnorm. The results of the Amazing Women program featuring Cybill Shepherd have been simply phenomenal. It is hard to imagine what it would be like to undertake a celebrity-based program without you!

From day one when we talk about what a project may look like, I feel like you are an adjunct and indispensable part of our team. Through your wide range of contacts you have always been able to identify a range of potential high profile spokespeople – whether from entertainment, sports or public life – who would be likely matches for our programs. When most of us are asleep, you are figuring out who that right match will be --- and finding them!


And then, from the moment you help us craft initial letters of offer, through draft contracts and negotiations to final contract signing you are the one on the front line working to assure that the deal we strike is one that will bring maximum value and benefit to our client and their business.

During the course of the program you are always just a phone call away for any issue or special request that comes up. You epitomize the phrase "there are no problems, just solutions we haven't found yet."

I look forward to every chance we have to work together and know that there are projects ahead that we haven't even imagined yet. I can't wait to embark upon them with you!

Thanks, again, for your tireless efforts, unfailing professionalism and, of course, your friendship!

Best regards,



Douglas Stroup  
Senior Vice President/Branding