



Cool Entertainment, Inc.

Mr. Byron Russell
President/CEO
Cheney Brothers, Inc.
One Cheney Way
Riviera Beach, Florida 33404

March 3, 2005

Dear Mr. Russell,

My name is Richard Porter (Rick) and I wanted to drop you a line about one of your employees. I never really send letters regarding an employee of another company but I feel compelled to do so.

I own P.D. Penguin's in Melbourne, Florida and I have had the great pleasure of working hand in hand with John Sercia, district sales manager for your company since we started the project back in July of 2004.

As you know, with any start up company, there are bumps in the road and learning curves that we all deal with and P.D. Penguin's is no different. Although the concept is great and we have proven that it will be very successful, it takes many people to help it along.

John Sercia spent an entire day last week helping me and my staff in the food end of the business and I can say, after having spent many hours with John in many prior meetings and after last week, he is by far one of the finest people I have ever met. He is a gentleman and goes far above and beyond to help his costumers.

John Sercia is someone whom you should be very proud and honored to have on your team. He is truly a rarity in the business world today. I complement you and your staff at Cheney Brothers and you can count on every P.D. Penguin's being a loyal client of Cheney for many, many years to come.

Very Sincerely,

Richard G. Porter
President/CEO
Cool Entertainment, Inc

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