

April 19, 2009

To Whom It May Concern:

When I first came to Space Foundation in 2000, as the Vice President, Marketing, I could have selected any firm in the country to assist me in enhancing the Space Foundation brand and, in particular, to re-brand the Space Foundation's signature national event, the National Space Symposium.

I chose Brandt Ronat because they had delivered significant strategic and creative contributions to other efforts in which we were both engaged. The team at Brandt Ronat & Company helped me re-brand the National Space Symposium (NSS) and shift the marketing messages and media for NSS, to create excitement and momentum that quickly translated to increased attendance and higher ROI. Subsequently, this same team helped launch a second signature national annual event, Strategic Space and Defense Conference.

In addition, Brandt Ronat & Company worked with me to help ignite space industry/exploration advocacy for the organization of aerospace industry giants initiating the Coalition for Space Exploration -- reaching out to many audiences, including grassroots organizations and key influential Congressional leaders.


Most recently Brandt Ronat & Company has continued to assist the Space Foundation on the very challenging development of *The Space Report: The Authoritative Guide to Space Exploration*, our first written product that captures the value, innovations, and critical need for space exploration in the \$757 billion space industry.

Additionally, I called upon Brandt Ronat to brand another personal enterprise in Colorado, The Inn at Palmer Divide with moZaic Restaurant -- a country inn and a conference center popular for destination weddings/reunions. Their insight and empathy to our venture were reflected in original, thoughtful products that continue to set us apart and above our competition.

I highly recommend this marketing/branding team. I have

found them to be honorable, dedicated, and tenacious in problem solving, with resulting strategies and creative solutions always of value and always quite inspired.

Sincerely yours,

A handwritten signature in black ink, consisting of two large, overlapping loops. The first loop contains the lowercase letters "jc" and the second loop contains the name "jannette".

James C. Jannette
Chief of Staff/General Manager, The Space Foundation
Owner, The Inn at Palmer Divide