

To Whom It May Concern:

If you are like me, your first meeting with Bruce Gust left an indelible impression on you. Without a doubt, he is one of the most positive, well-balanced, likeable individuals I have ever met. However, there is much more you should know about Bruce than his great personal demeanor.

Approximately twelve months ago Bruce was assigned to develop working prototypes of channel partner and marketing support applications in the channel management group that I manage. Through Bruce's contributions in concert with changes in marketing tactics, we were able to achieve our revenue and cost reduction goals for our current 2004 fiscal year (goals – achieve \$4.5 million in on-line catalog revenue and reduce \$350,000 in network partner support costs.) His work included day-to-day operations for eMerchandising in our on-line catalog, as well as the following special assignments:

1. Automating product data entry from our financial systems into the on-line catalog system by devising a SQL-based data import solution.
2. Implementing an intranet solution to communicate new product release information to the employees in our division and other internal partners by developing a Flash / HTML / Javascript-based platform.
3. Piloting an extranet solution to provide new product release and channel partner program information to our external network partners and trade distributors. Utilizing the intranet solution as its foundation, the extranet solution also included a custom-build SQL-based application.

As part of the roll-out of each of these projects, Bruce often created CDROM versions of the application in order to test acceptance and usability, and frequently to deliver interim functionality demanded by our users. He has a broad understanding of leading-edge tools and technology that he utilizes creatively to deliver user-friendly applications to meet organizational performance goals.

You may be asking, "If Bruce is such a great resource, why is he leaving LifeWay?" Sadly, our company is undergoing downsizing due softening in the Christian publishing market that has occurred since 9-11. We are considering Bruce for several other opportunities elsewhere in our company, but they are not consistent with his interests as an application developer.

In my 20+ years experience in business development, marketing and investor relations, I have never encountered anyone as capable as Bruce Gust. He is an excellent employee, an encouraging and

thoughtful colleague, and wonderful friend. I have enjoyed having him on my team immensely and I highly recommend him to you as your next most valuable employee.

Please call me at my office 615-277-8429 or contact me via email at [sissy.toney@lifeway.com](mailto:sissy.toney@lifeway.com) if you need more information about Bruce's work at LifeWay. God bless you in your search for the right person at Secor, and in your consideration of Bruce Gust for that position.

Kindest regards,

E. L. Sissy Toney  
Manager, Channel Management