



August, 2009

To Whom It May Concern:

Markus has been with Creative Loafing Media in the position of Creative Director since September 2004. He is responsible for the strategic creative, design and production of the weekly publications of the group. Creative Loafing is the second largest alternative newspaper chain in the US with six publications: Creative Loafing Atlanta / Charlotte / Tampa / Sarasota, Chicago Reader, Washington CityPaper. We had \$37,000,000 in revenue in F2008 at our peak. Markus is responsible for the centralized department of Creative Services, which is basically the in-house agency of the group, servicing all creative needs for editorial, sales, marketing, promotions, events in print & online.

I hired Markus to manage the team of editorial designers in 2004, and within 6 months he took on the overall responsibilities of leading the centralized department with all its functions. When we bought the Chicago Reader and Washington CityPaper in 2007, he was fundamental in making this a successful transition by taking on all of their creative functions and restructuring Creative Services to integrate and accommodate the needs of the additional two publications – including redesigning all the publications. He was responsible for hiring, managing and continuously developing his team, which grew to 30 art directors, designers, proofreaders, and pagination personnel.

Markus is the strategic interface with the publishers, editors, sales directors in all markets on a daily basis. He is the key factor for the successful implementation of many new company initiatives including development and growth of the group's media web sites. He's got a solid design approach that works well in the multi-platform world we operate in these days. In addition, Markus is one of those rare people who have the design skills to really wow audiences and also has excellent leadership and managerial skills to keep the operations running smoothly. I can't say enough good things about how valuable Markus is to the organization – he simply does it all. He's a gem.

A handwritten signature in black ink, appearing to read "Ben Eason".

Ben Eason
President
Creative Loafing, Inc.