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To Whom It May Concern:

Jesse Gersenson worked for Golfdiscount.com beginning 8/1/2005 continuing until 9/1/2006.

During this time Mr. Gersenson helped increase our awareness regarding internet search rankings and search engine optimization.

Mr. Gersenson possesses a good knowledge of SEO tools and improvement techniques, which improved our search rankings, particularly in Google's search engine.

Sincerely,

Randy Silver
Owner