



June 22, 2017

To whom it may concern:

It is with great enthusiasm that I recommend Lou DeLone as an independent Fractional Publisher. He will be a great asset to you in building sales at your publication. Lou reported to me as CEO of Modern Luxury Media from 2004 to 2010, throughout the most prosperous time in our company's growth, serving as Publisher of *Houston* magazine, and as Group Publisher and President of our Southeast Division. In 2005, Lou launched *Houston* magazine and quickly made it the most profitable title in the company. In 2009, Lou was awarded Publisher of the Year at our annual meeting.

Lou possesses the three qualities of a great publisher. First, he is personally a great salesman, so he naturally inspires the respect of his sales staff. He always leads by example and he knows how to develop business and close sales. Second, he can hire. He has a natural talent for hiring both experienced salespeople and also young talent that he quickly trains up to being great sellers. A publisher needs to be able to recruit and train, not just sell, and Lou has that. Finally, he retains talent because of his warm and collaborative style, and because Lou is the kind of guy who likes to see other people succeed. People like to work with Lou. When he has made an investment in training, it pays off because his good people stay and never think about working anywhere else. I recommend Lou to you highly and without qualification. Please call me if you would like to discuss in person.

Sincerely,

A handwritten signature in black ink, appearing to read "MKong", with a horizontal line extending to the right.

Michael B. Kong
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