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27th October 2008

Dear Dionne:

As managing director, I am thrilled to have you managing PR for beautyblender australia.

It's an absolute pleasure to be dealing with a personable, diligent, fresh, creative and intelligent individual like yourself.

You are extremely attentive to our needs, committed to supporting our business objectives and most significantly continually strive to deliver exceptional results.

In fact I believe the ideology upheld at Polkadot PR is what makes the experience so unique and refreshing.

Overall, Polkadot PR, lead by Dionne Moskow, has done an exceptional job at positioning beautyblender across all media channels. Our products have graced the beauty pages of magazines such as Harpers Bazaar, Madison, Professional Beauty, Shop Till You Drop, Cosmopolitan Hair & Beauty, Ok Magazine, Bella Beauty, New Idea, Famous, Good Health & Medicine, New Weekly and Woman's Day.

In addition, Polkadot PR had successfully gained exposure for beautyblender in Newspapers such as the Herald Sun, Courier Mail, Sunday Telegraph, and the Western Australian.

It was evident that PR played a crucial role as the protagonist. We experienced an increase in sales directly from our online store every time beautyblender appeared in the press and this continued throughout the brand awareness campaign.

We appreciate everything you have done for beautyblender and look forward to working with you in the future.

Your work is highly regarded.

Kind Regards,

Madison

Madison Browne
Managing Director – beautyblender australia