



To whom it may concern,

It is with great pleasure that I write a recommendation letter for Trevor O'Neill.

I have had the pleasure of being Trevor's Divisional Vice President from 2000 to 2005 while at Gen-x Sports on the Lamar brand of snowboards. Trevor showed great understanding of all aspects of marketing and imaging and his input was instrumental in growing the brand from an also ran into THE category leader in its segment. During this time Trevor made great personal sacrifices through extended travel both in North America and Asia to deliver a world class product line that was both wide and deep in skus and complexity. Trevor's work touched all aspects of the Lamar brand from product graphics, catalogues, web, packaging, internal and external sales materials, and special make ups products. His contribution to helping create a winning business formula for this brand was on a short list of the keys to its success in the marketplace.

In addition to the Brand Imaging Trevor's also took part in the line creation process for this brand by participating in internal and external line review process meetings. This meant that Trevor needed to engage both internal and external publics to see his work through to completion which he did successfully. Trevor's input not only on the branding side but also on the competition and the consumer were valuable for the company.

Additionally, Trevor became an expert on the factory/technical side of our business as he worked along with Product Management and the factories directly to ensure his vision for the brand was executed at the detail level. This is a rare combination in the creative field that an artist can image a brand and still have an understanding of the technical real world side of the execution at the detail level and the patience to see it through to completion. This is a credit to Trevor's skills and his willingness to contribute at team level for the company.

I also worked with Trevor again between 2005 and 2008 as we were both contracted by Kuji Sports to work on their OEM and branded snowboard line. Here Trevor displayed a talent for working with extremely low budgets and still creating product graphics that were market competitive and relevant to the market.

While certainly creative, Trevor's is also very organized and pays attention to important details both big and small in all aspects of his work. His desire to be a team player and his knowledge of both the front end and back end of the creative process will serve him well no matter what the job or situation is in the future.

As you can see, I have been very satisfied with Trevor's work. If you are looking for an organized and skilled person to help as a graphic artist I would recommend Trevor as an excellent fit that need. Please feel free to contact me if you need additional information.

A handwritten signature in black ink that reads 'Michael Tadjell'.

Michael Tadjell
Sports Projects, Inc.
3065 Ridgeway Drive
Unit #38/39
Mississauga Ontario
L5L 5M6
ph: 905 608 9405
email : mtadjell@rogers.com



Tianqi Sports Goods (Ningbo) Co Ltd
No 98 Songhua Jiang Rd, Da Gang Industrial City
Economic & Technical Development Zone
Beilun, Ningbo, Zhejiang 315800 China
Tel 0574 86802199

Thursday, October 1, 2009

Dear Personnel Officer,

RE: Trevor O'Neill

Trevor O'Neill is a talented, capable graphic artist with a unique set of skills and experience. Few graphics professionals understand the capabilities, preferences, and habits of Asian printers and manufacturers. Trevor does – He has been there, lived there, and has returned with the know-how to effectively communicate his clients' needs to the Asian production houses; and to supply the proper files, photography and guidance to them to produce packaging, manuals, advertising, and other marketing materials. He is cost conscious, and can easily work within budgetary guidelines.

I worked with Trevor during his 3 year residency in Ningbo, China, where we worked for Kuji Sports, a manufacturer of high-end sporting goods. Trevor was a "shared resource", so to speak, working half time for the snow sports division, and half time for the juvenile transportation division. In the latter, he reported to me. He was responsible for graphics, color concept and packaging for the bicycle trailer and jogger division. His work included developing packaging for mass market and specialty customers like Fisher-Price, Walmart, Burley, Raleigh, and Columbia. He also developed catalogs for trade shows and PDF file formatted data sheets for email to our customers. He set up his own in-house photo studio for product photography; and in so doing, saved the company money and time.

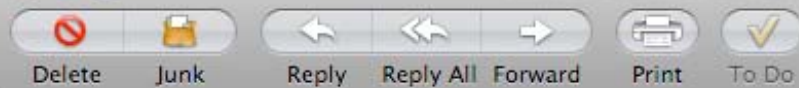
Trevor worked well under pressure, efficiently multi-tasking jobs from the several departments. In my experience, his jobs were completed on schedule, and under budget, and he is willing and able to review and revise as needed to meet the needs of the client. To sum up, Trevor is an artist, but also a businessman. He realizes that the goal of his creative talents is not some abstract statement of aesthetics, but rather the increase in sales and profits.

I can highly recommend Trevor O'Neill for any position in graphics and marketing. We miss his contribution and wish him the best in his return to Canada.

Sincerely,

A handwritten signature in black ink, appearing to read "David H. Harper".

David H. Harper
Product Director
Kuji Sports Goods, Ningbo



From: Wiredsport
Subject: **RE: REFERENCE LETTER**
Date: September 11, 2009 2:13:35 PM GMT-04:00
To: TRVR H. O'NEILL | DROID DESIGNS <trvr@mac.com>

As web business operators, we find ourselves trying to be Masters of all elements of our business. Marketing, development, customer service, buying, creative, etc. Unfortunately our attempts at in house graphics design typically had left us with mediocre results and a less than polished look.

Last year, we enlisted TRVR's help for graphics and logos on our branded gear. We could not be more please with the results. TRVR helped us define our concepts, provided numerous sample options and quick version revisions for each design, and after narrowing and selection provided a terrific final result. It is rare in our industry that anything happens on time, but all of our projects with TRVR have done just that.

I would give TRVR our highest recommendations to anyone requiring these services (except to our competition- they should look elsewhere).

Randy Strome
randy@wiredsport.com
www.wiredsport.com



July 15, 2008

To Whom It May Concern

Dear Sir,

I would like to confirm that Trevor O'Neill has been employed by Kuji Sports from June 2004 until July 2008 as Snowboard Graphic Designer and prior to that as a consultant in the same capacity for 2 years.

Snowboard graphic design is a quite specific skill and there is only a handful of designers worldwide that have the skill to produce the designs and output the computer files so the product can be produced efficiently and accurately. Trevor is one of the few designers that can do this.

If you have any questions please feel free to contact me on rogerd@kujispt.com.

Read and Agreed

Kuji Sports

A handwritten signature in blue ink, appearing to be "Roger Davis", written over a horizontal line.

Roger Davis
Managing Director

Kuji Sports Co. Ltd
7f No 56 Chung Chen Rd Section 1
Shih Lin District
Taipei 111Taiwan
Tel +886 2 2833 7612 Fax +886 2 2833 7615
www.kujispt.com
rogerd@kujispt.com