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October 27<sup>th</sup>, 2008

TO WHOM IT MAY CONCERN

RE: Recommendation Letter - Greg Southorn, MIHI Group

During these past 5 months, Greg Southorn provided tremendous expertise assisting Pearson Dunn Insurance Inc. (PDI) remodel its entire commercial department. His ability to interact and gain the confidence of the sales team was a testament to his sales management abilities. He created a better sales meeting process. His work with the team on our new value proposition and the introduction of the new Sales Force program has given PDI the ability to plan and measure our activities like never before. Greg provided clear and timely reports to management which were easy to comprehend.

I would recommend Greg Southorn to any P&C brokerage who is seeking to improve its Commercial Sales Division.

Sincerely,

PEARSON DUNN INSURANCE INC.

A handwritten signature in black ink, appearing to read "George", written in a cursive style.

George C. McCarter, B.A., CAIB, CIB  
President

GCM/gi

Real People. Making insurance easy.



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