

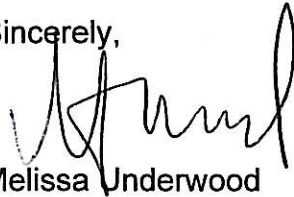
To Whom It May Concern:

This is a letter of recommendation for Roger Keys, who has been responsible for Sittercity's media strategy, planning and buying for the past two years.

When Roger engaged with Sittercity initially, we were in our infancy in terms of broadcast advertising. Being a trust-based business, it was critical for us to execute a strategy that truly connected with our target market. Roger studied and became intimately familiar with our business, through which he determined endorsement spots as opposed to canned radio ads as the best delivery for our message. Roger then identified the best stations in our market as well as the personalities at those stations who had young children and therefore a need for babysitters/nannies, which is what the Sittercity network offers to parents. He provided those personalities free memberships and set-up face-to-face meetings to ensure they truly understood and believed in the Sittercity business.

The endorsement approach was successful from the start and has become our standard means of radio messaging. Roger's strategic approach and true dedication to our business has led to success in both our radio buys as well as outdoor buys. His commitment to our brand took him from outside vendor to feeling like he was a true part of our internal team. I enthusiastically recommend Roger to any company looking for both strategic thinking and aggressive planning and negotiating in their broadcast advertising.

Sincerely,



Melissa Underwood
Vice President of Marketing
Sittercity.com