



November 6, 2009

Subject: Recommendation/Reference for Arie Braun

I was thrilled to have Arie join us at Young Market Research as he was one of my best and favorite employees at DisplaySearch. There he played major roles in business and market development, launch and promotions, product marketing strategies, public relations, business processes of our products and even customer support.

At YMR, Arie learned our products very quickly and reached out to his vast network of contacts throughout the display and related industries. He also worked hard to successfully establish new contacts in the PV and LED space. He is a team player that thinks as much about the needs of the company as well as his own personal targets.

We could not have asked for a better resource, harder working or more loyal employee than Arie and I would highly recommend him for any product management, product marketing or sales position.

Best Regards,

A handwritten signature in black ink that reads 'Ross Young'.

Ross Young  
Founder and President  
Young Market Research



Wednesday, January 21, 2009

To Whom it May Concern:

I highly recommend Arie Braun as a candidate for employment. Arie and I have known each other for five years starting in 2004. At the time, he was employed by Display Search in Sales and Marketing/Client Development overseeing Enuclia Semiconductor's account, for which I was CEO. In his role, Arie worked closely with Enuclia's executive and engineering teams. I was so impressed with Arie's work I asked him to consult for Display Insights, a company that I'm Chairman of the Board.

Arie's consulting responsibilities include creating and implementing marketing communications programs that promote the company and its products. He has developed innovative direct marketing campaigns that have greatly raised customer acquisition and retention. He also manages the company's public relations strategies including the creation and distribution of press releases along with media relations. He has done an excellent job optimizing our customer engagements via a mix of email and web-based collateral to accelerate sales while lowering our overall customer acquisition costs. His successful marketing strategies have increased our lead targets, their quality, and most importantly our bottom line revenues.

When working with Arie, my teams have found him to be detail oriented and extremely client focused. He has earned our ongoing business due to his organization, professionalism and exceptional follow-through under tight timelines. He also makes managing multiple internal audiences look easy (i.e. board members, executives, employees, and analysts). If you are considering Arie for a marketing or service position, he would be a tremendous asset. If you have any further questions with regard to his background or qualifications, please don't hesitate to contact me.

Sincerely,  
Christian Prusia

A handwritten signature in grey ink, appearing to read "Christian Prusia", with a stylized flourish at the end.

Chairman of the Board  
Display Insights  
800.515.3642  
[prusia@displayinsights.com](mailto:prusia@displayinsights.com)

December 6, 2009

Dear Sir or Madam:

Recommendation of Arie Braun

Please allow me to describe the experience of working in an organization before Arie Braun joined the team, while he was on the team and afterwards.

DisplaySearch started as a one-man market research shop in 1996. At the time, there was little credible information available in English about what was happening in Japan and Korea, where the flat panel display industry was developing rapidly. My directory of DisplaySearch reports begins with volume 1, issue 2 of the DisplaySearch Monitor in Jun '96. Few people are as familiar with the company's development as I am. Back in those days, it was hard to get my employer to standardize on DisplaySearch reports because all negotiations with corporate clients were managed by the founders, who had myriad other things to do. Annual renewals took months to close.

All that changed when Arie came on board. Arie was the first DisplaySearch employee to learn about the research products and to empathize with clients. He has been instrumental in expanding the volume of corporate contracts for DisplaySearch. After I joined DisplaySearch in 2005, I was amazed to watch Arie resolve an accrual problem with our accounting manager in New York one minute then ameliorate a corporate client at Corning the next.

Working at DisplaySearch after Arie left was less pleasant. The company added outside sales staff but they didn't know the products and they didn't empathize with the clients like Arie did. I left about a year later to start BizWitz and several DisplaySearch clients told me things aren't the same anymore. DisplaySearch has changed. Some change is inevitable, given the credit crisis of 2008–2009 and the evolution of China as a center of display manufacture. Still, I think clients were referring to the company's heart.

Sincerely,



David Barnes  
Principal





December 14, 2007

Subject: Recommendation/Reference for Arie Braun

I hired Arie Braun in December of 2004 and he has been one of our best employees ever since. He has played major roles in business and market development, launch and promotions, product marketing strategies, public relations, business processes of our products and even customer support.

Arie was the most knowledgeable person regarding our products in our marketing and sales organization. In addition, he has willingly taken on new and additional responsibilities, successfully trained new employees and made valuable contributions throughout the organization. He is a team player that thinks as much about the needs of the company as well as his own personal targets. He has consistently exceeded his personal targets and demonstrated that he is one of our hardest workers.

Our customers look to Arie as an extremely valuable resource for not only product management and product marketing, but for product training and sales support as well.

We could not have asked for a better resource, harder working or more loyal employee than Arie and I would highly recommend him for any product management, product marketing or sales position.

Best Regards,

A handwritten signature in black ink that reads "Ross Young". The signature is written in a cursive, flowing style.

Ross Young  
Founder and President  
DisplaySearch



September 30, 2007

To Whom It May Concern:

Subject: Arie Braun

Arie Braun worked for DisplaySearch for almost 4 years. During the first two years, we were an independent company owned by 5 operating partners and in the second two years, we were part of a larger market research company, NPD. Arie demonstrated an ability to function in both environments; the first, where he had to respond to a very demanding entrepreneur and take on multiple responsibilities and the second, in which he had to fit into a more process driven organization.

In each case, he was able to perform efficiently and productively to get the job done, which involved marketing, customer service, sales and sales management. He was dedicated to getting the job done and could always be counted on. He participated in the business planning function by forecasting revenues by function and by geography.

The market research analysts (operating arm) were very comfortable with him and depended on him to close sales and increase revenues. His personal characteristics include integrity, honesty, loyalty and perseverance. Given the opportunity to hire Arie again, I would not hesitate at all.

Sincerely,

A handwritten signature in black ink, appearing to read "Barry", with a long, sweeping tail stroke extending downwards and to the right.

Barry E. Young, SVP  
DisplaySearch an NPD Group Company



## Recommendation for Arie Braun

Arie Braun from the perspective of a Strategic Analyst

Arie has been the cornerstone of our customer relations since 2004. My directory of DisplaySearch reports begins with volume 1, issue 2 of the DisplaySearch Monitor in Jun '96 and, as a long-time client before joining DisplaySearch in 2005, I wish he had come on board earlier.

Before Arie came on board, all negotiations with corporate clients were managed by the founders, who had myriad other things to do. Arie was the first DisplaySearch employee to learn about our products and to empathize with our clients. He has been instrumental in expanding the volume of corporate contracts for DisplaySearch. I have been amazed to watch Arie resolve an accrual problem with our accounting manager in New York one minute then ameliorate a corporate client at Corning the next. He will be missed.

The first time I met Arie, he made my wife feel like part of the company family (we had been living and working overseas). Ever since then, I have cultivated a tighter working relationship with him. Together, we have managed two cross-border consultancy projects involving billions of dollars in Asia and the European Union. I couldn't have had a better partner. It seems easy to find people with empathy and people with capability but it seems rare to find them in the same person.

A handwritten signature in black ink, appearing to read "David Barnes". The signature is fluid and cursive, with a large, sweeping initial "D".

David Barnes  
VP of Strategic Analysis  
DisplaySearch, Austin, Texas



May 4, 2008

Subject: Recommendation letter for Arie Braun

To Whom This May Concern:

I am the Vice President of Manufacturing Research at DisplaySearch. I am American located in Japan. I have known Arie since he joined DisplaySearch at the end of 2004. Being in different locations I did not work with Arie on a daily basis, but even so, he was instrumental in helping support my US based customers.

Arie has always been very responsive, aggressive at getting the best pricing on consulting projects and has a good track record of getting order renewals.

Recently one of my European customers who has purchased many reports and consulting projects from DisplaySearch over the years praised Arie. Despite the fact that we now have hired a Europe based sales manager, the customer was so satisfied with his working relationship with Arie, he refused to work with the new sales manager and insisted on continuing all business communications with Arie.

I think this story says a lot about Arie and reinforces my opinion of him; Arie is hard working, loyal and responsible. I believe he would bring these personal attributes and a lot of hands on knowledge from his experience at DisplaySearch to any sales or marketing position he takes on.

Sincerely,

A handwritten signature in cursive script that reads "Charles Annis".

Charles Annis  
Vice President, Manufacturing Research  
DisplaySearch



June 5, 2002

National Society of Hispanic MBA's:

I am pleased to have the opportunity of providing a reference for Arie Braun.

Arie joined my Corporate Procurement Team, from Business Demand Planning Operations in January 2001, acting as a liaison for worldwide flat panel monitors deployment with panel suppliers and OEM manufacturer suppliers.

Arie has distinguished himself by successfully providing analytical support to various Divisions, by managing demand and business operations planning, market research support and negotiating cost reductions with flat panel suppliers. He also alerted the regions to key inventory issues in order to drive corrective actions.

**Arie successfully achieved a total cost savings of over \$97M along with an annual spend just under \$200M.**

Arie has created new supply processes as well as enhanced existing cost savings processes. He has developed and maintained an excellent relationship with suppliers and Compaq regional employees worldwide. His broad range of experience, expertise and skills will be an asset to any organization.

Arie is an effective decision maker, adapts well to changes and is a team player in response to all situations. His pro-active attitude is always positive and professional throughout all changes at Compaq. He communicates effectively with all team members and takes a pro-active approach to identify the issues and the best way to resolve. Arie utilizes his excellent analytical skills and focuses on system and supply management and cost are always his goals to realize the lowest industry costs thru effective negotiation and qualified through benchmarking.

Arie completed a Master of Business Administration and a BBA in Finance from the University of Texas. He is a member of several professional organizations including CLPA (Compaq Latino Professional Assoc.), NSHMBA (National Society for Hispanic MBA's and FMA (Financial Management Assoc.)

Arie has developed himself professionally, and continues to grow and demonstrate commitment, credibility and creativity. His accomplishments include execution of the business plan and strategy. Arie has been successful in his performance and development. Arie's performance exceeds requirements.

Sincerely,

A handwritten signature in black ink, appearing to read 'Glenn Dougherty', is written over a horizontal line. The signature is fluid and cursive.

Glenn Dougherty