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RE: Reference for the Turnaround Work of Robert L. Webb

To Whom It May Concern:

Fifth Third Bank recommended that a distressed Client, who had been operating under forbearance and was facing the possibility of foreclosure, retain an outside management advisory firm to assess the viability of the business for the benefit of the Bank and the Client.

Bob's firm was selected for the engagement and provided financial, operational, and organizational assessments. They quickly and accurately concluded that the core business was viable and were then engaged to improve working capital by developing and implementing a cash flow plan and integrated model. They further identified the organization structure as an internal constraint to growth and also recommended improvements to the pricing model and sales strategy.

The overall result of their work was an engagement benefit exceeding 25% of Sales in identified cash improvements. This allowed the Bank to extend forbearance and provided the Client time to improve their operation and obtain refinancing, which was a remarkable win for all parties. I will definitely use Bob and his group again, particularly in distressed situations where speed, broad-based business understanding, operating management experience, and professionalism are required.

Please feel free to contact me if you would like to discuss further my experience working with Bob. I may be reached at 616-653-8525 or mike.barkey@53.com.

Regards,

A handwritten signature in blue ink, appearing to read 'M. B. Barkey', with a long horizontal flourish extending to the right.

Michael B. Barkey
Vice President