

MIX 107.7 fm
WWSN

Deborah Parenti-Mann
Vice President / General Manager

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Mr. James Gundell
Senior Vice President/General Manager
BLOOMINGDALE'S
1000 Third Avenue
New York, New York 10022

Dear Mr. Gundell:

Several years ago, I had the pleasure to meet Tina Novellino, who, at that time, was working for Germaine Monteil cosmetics at Lord & Taylor. I was impressed, not only by her knowledge and expertise, but her friendly, service-oriented personality - and soon became a loyal (if sometimes long-distance) customer. Needless to say, when I found her missing from their counter about a year ago, I was not only disappointed - I walked away without making a purchase.

What a delight it was, then, to run into her again last week - this time, at Bloomingdale's working with Orlane cosmetics. Needless to say, she convinced me to switch brands - and after years of using GM exclusively, that alone says something. Tina's enthusiasm and personalized service are the kind of "can't miss" qualities we all look for in sales people - she doesn't just try to "sell" - she knows how to appeal to a customer's basic desire to "buy" (she's also one of the very few consultants I've met who really knows what looks good on a particular face and takes the time and interest to show you how to apply it).

If your business is anything like mine, good representatives are a premium asset - and Tina Novellino stands out as one of the best. Because of her, Bloomingdales and Orlane cosmetics have gained a new customer - and with that, my personal thanks.

Most sincerely,

Deborah Parenti-Mann

cc: Richard Mast, Bloomingdale's
David Moinahan/Orlane
Joyce Coletti/Orlane
Betty Drexler/Orlane

Betty

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