



**To Whom It May Concern:**

I have known Greg personally and professionally since 1997, when I worked with him at KVO. Although I was only peripherally engaged in public relations activities, I had an opportunity to work with Greg on a few projects. I realized almost immediately that he was someone special. His knowledge of the English language was impressive, as was his worldly knowledge and sense of humor.

On many occasions, I figured out ways to get Greg involved in my Internet marketing projects. I did have the pleasure of collaborating with him on the RIAA account, for which he wrote their entire Web site. I did have an opportunity to review his work and watch his interaction with coworkers, and the level of respect and admiration they showed him was fantastic.

The primary point of interaction I've had with Greg is via Anvil ([www.anvil-media.com](http://www.anvil-media.com)), a Web-based lifestyle magazine I started back in 1996. He is the longest-standing contributor and one of the best by far. The quality of his writing is like few I've read anywhere. A combination of intelligence, subtle wit and charm are infused in his pieces. When I think of the ten best articles we have on Anvil, Greg takes at least half of those honors.

I miss Greg's charming personality and writings and hope to see him soon. I would recommend him highly to anyone in need of copywriting help, regardless of industry or focus. His knowledge and mastery of the art of writing is truly fantastic.

Respectfully,  
Kent Lewis  
President, Anvil Media, Inc.