



To whom it may concern

When presented with the Matrix system as a solution that would help adidas elevate a FIFA 2010 World Cup™ campaign idea we knew that it would be impressive.

But seeing the Matrix idea as a concept and what it looks like in reality was a great and rewarding surprise to us. The ability to interchange campaigns using the Matrix system going forward is an added bonus.

Regards

A handwritten signature in black ink, appearing to read "B. Stern". The signature is fluid and stylized, with a large loop at the end.

Bradley Stern

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