



## Buena Vista Pictures Marketing

April 13, 1998

To Whom It May Concern:

David Wallach began his work with the Walt Disney Company in September of 1996. In his time with this company, he has become a vital part of our team. David is dependable, intelligent and professional on every level. He was a key component to the success of the College Marketing Program as well as an invaluable asset to me.

Throughout his time here, David publicized and promoted Walt Disney, Touchstone, and Hollywood Pictures film releases on college campuses in the Miami area. Some of his duties included coordinating reviews and feature stories, creating and implementing marketing strategies for our feature films, assisting at local press and promotional screenings and working directly with all local college Media outlets to coordinate promotional and publicity activity.

David is an outstanding worker and has exceeded all expectations for his internship requirements. Throughout the past two years, David's marketing skills have excelled and he has proven himself to be a devoted worker with a keen ability to accomplish any task given to him.

If you have any questions or require further information, please feel free to call me.

Sincerely,

Susan Warde  
Publicity Administrator,  
National College Marketing Program