



"Craftsmen Building the American Dream"

11/04/10

To Whom It May Concern,

In working for the Ritz-Craft Corporation headquartered in Mifflinburg, PA for 26 years I know a lot of people in the manufactured/modular home industry. One individual, Patrick Crocetta, clearly stands out in my mind. I got to know Patrick competing against him when he was the Sales Manager for Empire Homes in Albany, NY. We competed aggressively for shelf space and sales relationships within the same dealer network called the Latham Buying Group. I remember Patrick being a fierce competitor with solid integrity and a true leader of his team—especially as Sales Manager at a younger age. As time went on I became the Director of Sales for Ritz-Craft and Patrick went on to pursue an industry opportunity in Indiana. Around the spring of 2001 we had a sales opening and I discussed with Patrick our interest in his talents for that opening. As it turned out, Patrick's true passion was to enter into the community development/management and retail sales end of the industry. He ended up working as the Sales Manager for one of our largest community developments- The Fairway's Country Club golf course community and Barclay Farms. Both communities were exclusive Ritz-Craft accounts and purchased a total of 750 homes. I can testify that from between 2002 to 2004, Patrick single handedly sold over 70 new, custom built Ritz-Craft homes annually. His sales ability combined with his after sale customer service ranks Patrick at the top of the Manufactured Housing Industry. I would highly recommended Patrick for any leadership role within an organization.

Sincerely,

David Lovell
Director of Sales
Ritz-Craft Corporation

**15 Industrial Park Road
Mifflinburg, PA 17844**

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