



April 9, 2009

To whom it may concern:

As the Director of Tourism for the Hollywood, Florida, Office of Tourism, I recently had the pleasure of working with fine art photographer Alan S. Maltz, who was retained by the City of Hollywood Community Redevelopment Agency/Office of Tourism to shoot our destination as part of our tourism marketing campaign.

Our goal was to capture on film the spirit and essence of our destination, and Alan certainly did not disappoint. His breathtaking images portray our fair city in all of its beauty, from its many natural assets to its cultural and historical significance. I was aware of Alan's impressive credentials and reputation as an award-winning photographer, but he far exceeded my expectations. The Hollywood Office of Tourism is proud to feature Alan's images from the stunning "Hollywood Revealed" collection in our new Vacation Planner and website redesign.

Alan Maltz is an extremely talented, creative and dedicated professional, and it is my pleasure to recommend his services.

Sincerely,

A handwritten signature in cursive script that reads "Judy Erickson". The signature is written in black ink and is positioned above the typed name.

Judy Erickson, Director of Tourism