



December 2, 2010

Mr. Michael Marmur, President
Pinpoint National Photography
4950 Yonge Street, Suite 2200
Toronto, Ontario, Canada M2N 6K1

Re: Professional Business Portraits

Recently I was looking to update my photo used for presentations and marketing and attended a professional headshot session offered by Pinpoint National Photography. In advance of the session Michael's team sent out a very useful set of tips and reminders about how to look your best for the shoot. The photographer was on schedule, professional and took a wide variety of shots. In less than two weeks I received a CD with dozens of shots to choose from and Pinpoint even arranged them in order of which they thought looked best – I agreed.

A few weeks later I was involved in a large presentation which included a great deal of high end marketing material. My two partners had also attended Pinpoint's photo session, so all of our photos were high quality, up to date and in the same pose. I realized looking at the final product that had we used our old photos from different sources it would not have done justice to the material we had worked so hard to produce. We won the assignment.

I would highly recommend Pinpoint to anyone who has a photo published anywhere in the public domain. Online or in marketing material it is one of the first things potential customers see and you need to make sure you make a first good impression. Professional photos provided by Pinpoint National Photography will ensure this is the case.

Thank you to Michael and Pinpoint for delivering a professional product and providing such great service.

Yours truly,

A handwritten signature in blue ink, appearing to read "Matthew Stesco".

Matthew Stesco
Sales Representative

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