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November 11, 1996

To Whom It May Concern:

It gives me great pleasure to write a letter of reference for Allison Sampson. In 1990 when I served as the Executive Director of the Los Angeles Festival, Ms. Sampson worked for me as our Development Director. In this capacity she raised over \$5 million to produce an event which involved 22 countries, 1500 artists, more than 300 volunteers and 71 stages. While raising \$5 million is remarkable in any environment at any time, her 1990 feat was doubly so because she secured the funds for artists who, albeit wonderful, were largely unknown. She also secured those funds in less than eighteen months.

Following the Festival, she moved to a position created specifically for her with the Los Angeles Philharmonic. In addition to reducing their \$2 million deficit to zero, Ms. Sampson restructured the organization so that it was more responsive to the many underserved communities of Los Angeles. This was accomplished with less staff and greater efficiency than anyone had imagined possible.

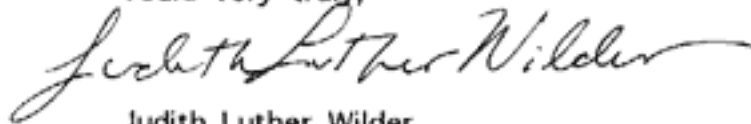
Subsequently, Ms. Sampson opened a theatre in New Mexico, managed a feasibility study for the Getty Conservation Institute in Cambodia, raised funds and/or streamlined administrative operations for the Los Angeles Free Clinic, Deaf West Theatre and Plaza de la Raza. In her spare time, she also restructured the United Cambodian Community Center at the request of the City of Long Beach and managed numerous projects, including one at the Los Angeles Zoo, for the City of Los Angeles.

In 1995 I again had the good fortune to work with Ms. Sampson when she joined Women Incorporated as our founding Chief Financial Officer. After guiding us through the incorporation of three separate companies, we asked her to fill in as an emergency replacement for a conference producer. Without a moment's hesitation, she assumed a new and complex position within the company and produced a successful, profitable conference in May, 1996, which drew 4,000 women business owners, and speakers such as former First Lady Betty Ford, Gloria Steinem, television producer Marcy Carsey, Kathleen Brown and more than 200 other outstanding and well-known seminar speakers.

Although Ms. Sampson's skills as a financial manager and fund raiser are truly dazzling, her ability to develop effective management structures and to trouble shoot are unequalled. She is fearless at tackling problems no one else can solve and brilliant at solving them. She is tireless and loyal, simultaneously discreet and candid, creative and reliable. Best of all, she has more integrity and talent than anyone I've ever met and I recommend her to you without hesitation or qualification.

If you have any questions about Ms. Sampson or her responsibilities at Women Incorporated, please feel free to call me or my colleague and co-CEO, Lindsey Johnson.

Yours very truly,

A handwritten signature in cursive script that reads "Judith Luther Wilder". The signature is fluid and elegant, with a long, sweeping underline that extends to the right.

Judith Luther Wilder
CEO, Women Incorporated