

To: Applied Magic Employees
From: Kevin Mosher
Date: Oct. 30, 1999
RE: New Team Members

Please Welcome These New Employees

To support the growing demand for ScreenPlay, several new management positions have been created to enhance product and business development. I am sure you have noticed several new faces throughout the building. I am proud to welcome the following individuals to the Applied Magic team.

Dennis Heetbrink, Vice President of Sales for the Americas

Dennis Heetbrink currently lives in Woodinville, Wash. with plans to relocate to Southern California next year. He is a well-respected veteran of sales with 17-years experience in the personal computer, multimedia, digital video, and graphic software industries. Prior to his position with Applied Magic, Heetbrink was with Adobe Systems where he led the team that sold Adobe's After Effects Production Bundle and Adobe Premiere to Adobe's "Premium VAR" channel, Adobe's highest level valued-added resellers. He also held sales-related positions with Apple Computer and Digital Origin (formerly Radius).

Dennis' responsibilities include:

- Establishing and expanding distribution channels throughout North, Central and South America
- Organizing and supporting sales-related activities, e.g., seminars, tradeshow and other industry-related events
- Assisting in the creation and maintenance of OEM, VAR and key customer relationships
- Recruiting and training individuals for Applied Magic's sales team.

A native of the Netherlands, Dennis also served in the Royal Dutch Armed Forces, Special Operations Unit. He received his formal education in geography and English in the Netherlands, and is fluent in English, German and Dutch.

In his spare time, Dennis likes to motorboat with his wife, Cindy, daughter Morgan, and Golden Retriever, Sundance.

Alejandro Gómez, Director of Operations

Alex Gomez comes to Applied Magic with extensive experience in engineering and operations - from start-up companies to public conglomerates. Alex's responsibilities at Applied Magic include manufacturing, facilities management, information systems, technical support, and customer service.

Prior to Applied Magic, Alex worked for Candance Design Systems of San Diego where he was a project manager for the design team under the multimedia business unit. During his last year at Candance, he executed three major projects that generated more than \$3.5M in revenue for Candance. His team also consistently achieved a customer satisfaction rating of 4.8 out of a maximum of 5.0. His career also includes stints with Stac, Inc. where he was director of engineering, and Unisys Corp. where he was an engineering manager.

A native of Mexico City, Alex holds a bachelors of science degree in electrical engineering from the University of Southern California, Los Angeles. He also credits a patent to his name: Means and Method for Detecting and Correcting Microinstruction Errors: U.S. Patent No. 5,210,758

At Unisys he was honored with an "Achievement Award for Excellence" and three Unisys "Outstanding Performance" awards.

When not working, Alex is actively involved with the Vista Soccer Club. He is vice president of the club that currently has 2,300 players. He lives in Vista with his wife, Maria Elena and three children Edgar, David and Sofia.

Cherry Lococo, Credit & Purchasing Manager

Cherry Lococo is the latest addition to the management team, and comes to Applied Magic with a wealth of credit and purchasing management experience. She previously worked for McCain Traffic Supply of Vista, where she was a credit manager.

Her responsibilities include:

- Researching verification and approval of customer account credit limits
- Maintaining communications with customers regarding payment issues
- Designing processes and procedures for credit and collections
- Documenting purchasing processes and procedures
- Maintaining purchasing logs
- Expediting purchase orders

Cherry is a 20-year member of the National Association of Credit Managers.

Aleta Walther, Director of Corporate Communications

Although Aleta Walther is a new Applied Magic employee, she is not new to Applied Magic. As a senior account manager for GreenLight Communications in Newport Beach, Aleta was instrumental in implementing the early stages of the public relations strategy for launching ScreenPlay at NAB last year. In fact, that strategy was recently submitted for a communications' awards program and received an "Award of Excellence". While at GreenLight, Aleta managed multiple high-tech accounts and was the public relations lead for the new business development team.

Aleta's communications career includes stints as a reporter and copy editor for several daily newspapers, including the *Orange County Register*. Her byline has appeared in more than 20 magazines and over more than 300 freelance articles columns and photographs. Her writing has garnered awards from the Associated Press, National Federation of Press Women, California Press Women's Association, Orange County Chapter of the Public Relations Society of America and the Orange County Chapter of the International Association of Business Communicators.

Her responsibilities include developing and implementing a variety of communications strategies, including public relations media outreach, trade show and road show activities, as well as providing communications support for the marketing, sales, engineering and customer service departments.