

TROY COOK

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July 30, 2007

Logan Networks, Inc.
Human Resources
765 Fifth Avenue
New York, NY 10036

RE: Director, Licensing & Retail; Requisition # DLR986BR

Dear Human Resources Manager:

Upon reviewing the Director of Licensing & Retail job advertised on the Logan Networks, Inc. site, I immediately saw I have what it takes to succeed in the position. Over the past 15 years, I have developed and executed merchandising programs that have resulted in multi-million dollar revenues and the expansion of several brands' reach in key retail arenas.

At Tay-Z Entertainment, I negotiated and structured Jesse Town Toons' first promotional deal with Wal-Mart Stores, now headed into its second year. While with Major Media, I implemented marketing processes and procedures, including a solid business plan and actionable goals, which were then carried across multiple divisions of the company. At Milo Networks, I consistently landed new business contracts and revenues across categories, including \$2MM in incremental sales with Home Town Confections.

Developing relationships and working under tight deadlines is a given in every industry; I have been successful in both areas. Senior managers compliment my ability to seek out and build relationships with potential partners and I have a solid reputation of working cooperatively with cross-functional teams to create a story around a brand and get it to market on time and within budget.

As your Director of Licensing & Retail, I will optimize merchandising programs that positively influence the bottom line while creating long-standing relationships with key industry players. I am the leader you need and welcome the opportunity to speak with you in person about this position. I can be reached at 917.555.1212 or via email at troycook@yahoo.com to arrange an interview.

Sincerely,

Troy Cook

Enc.