



The Golden Baseball League

Providing High Quality Family Entertainment

January 4, 2010

To whom it may concern:

Please accept this letter as a recommendation of Mr. Josh Feldman, currently a play-by-play broadcaster in the Golden Baseball League for the Long Beach Armada.

As Founder and CEO of the Golden League, I have gotten to know Josh on a professional and personal level over the last three seasons. The Armada is a league-operated organization, so I am in tune with much of Josh's work, from sponsorship and ticket sales to his broadcasting of Armada baseball, and I feel I can give some insight that may assist you in your selection process.

As the radio voice of the Armada, Josh makes me feel like I'm at the game by painting descriptive word-pictures of the ballpark while constantly setting the scene. From setting the scene of a "lefty-lefty match up" to detailing a slower pitcher's "creaky floorboard delivery", Josh captures the essence of the action for any fan unable to see the game in person. And when I need to know the score, I don't have to wait long for Josh to tell me.

This past season, Josh took it upon himself to create the Armada's first Media Guide for the team's fifth anniversary season. He also designed a detailed daily game-notes packet for Long Beach which was duplicated by most other GBL teams by the end of the season. His media savvy helped bring the Armada more attention and newspaper coverage in 2009 than in any season before – a difficult task amid a busy Los Angeles media market. He ensured a post-game article in the local newspaper after every game, even writing all road game articles himself to provide sufficient team coverage.

As a salesman, Josh made the Armada radio broadcast self-sufficient, bringing in all radio sponsorship revenue. In two years with the Armada, he has helped land larger corporate sponsorships with national companies Chipotle, DirectBuy, Curves and DeVry University. He has also revitalized the Armada's little league ticket fundraising program, unafraid to reach across the broad LA market for new fans while spreading the word about Armada baseball.

From a strong broadcaster to an exceptional salesman, Josh has been a true jack-of-all-trades in Long Beach since 2008, and he is the type of talented person any organization would be lucky to have. Feel free to contact me for additional information.

Play ball,

David Kaval
Chief Executive Officer & Founder
The Golden Baseball League