



**JIM WELCH**  
**CHIEF MARKETING OFFICER**  
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Ms. Teri Brown  
TBA Network, Inc.  
4750 Topeka Drive  
Tarzana, CA 91356

Teri,

As I complete a wonderful 26 year journey with Hallmark and retire on May 1<sup>st</sup> to begin to chase a new dream by starting my own marketing and branding consulting company, I would be remiss if I didn't take this opportunity as the Chief Marketing Officer of Hallmark to acknowledge how much I appreciate and want to thank you for being such an incredible Hallmark Brand Champion.

Teri, you have been a key catalyst to take music at Hallmark to a whole new level and made it a critical asset for the Hallmark Brand. From James Taylor to George Strait and everything between, it has evolved into a great journey for Hallmark. The artist appearances and the exclusive performances for our retailers have established new high water marks of achievement for these events. You are to be commended for your leadership in making it happen. While we have already experienced multiple platinum and gold records, I know the best is yet to come.

On a personal note, the time we spent together in Texas with George Strait is one of my most treasured and memorable days of my 26 year career. I also loved the George Strait Boxed Set. In addition, the picture of the Merle Haggard party (with all of his friends) proudly hangs above my pool table at home. Thank you for all the memories.

Teri, you are truly a Hallmark Brand Champion. In that spirit, please find the enclosed holographic Hallmark Crown that was etched in crystal. There are very few of these in existence and are only given on special occasions to someone who has been a truly powerful Hallmark Brand Champion.

Thanks again for enriching lives.

Yours truly,

  
Jim Welch  
/kd

*Enclosure*