

To Whom It May Concern:

I am pleased to provide this reference for John Fernandez, who has served as Senior Director of Recurring Revenue at SprintRay Inc. under my leadership as Chief Growth Officer. I have worked closely with John for the past 5 years and can speak with confidence about his exceptional commercial leadership capabilities.

John has consistently demonstrated strategic thinking combined with execution excellence that sets him apart from his peers. His ability to identify innovative solutions—what he calls finding the "third option"—and successfully implementing these processes within the organization has repeatedly delivered breakthrough results for our organization. Under his leadership, John has 3X our recurring revenue segment representing an enterprise value accelerator.

John's partnership and relationship-building skills are exemplary. He has forged strategic alliances with industry leaders and major retail resellers that have benefitted the organization over the past several years. These partnerships have not only generated incremental revenue streams but have positioned SprintRay as a leader in the digital dental technology segment.

From a leadership perspective, John has built and managed strong sales teams (both inside recurring revenue and outside field sales teams) both leading to significant double digit growth for SprintRay while the industry has struggled to achieve low single digit results.

John would be a valuable addition to any organization seeking a commercial leader who can drive both strategic vision and measurable results. I recommend him without reservation.

Sincerely,

John Cox

Chief Growth Officer, SprintRay Inc.

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