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To Whom It May Concern:

I would like to take this time to recommend 'Tyson Media Productions' for their hard work and artistic inspiration in producing the pilot demo for 'PYROS' a four-minute 'sizzle reel' that profiles 'Concept Fiatlux'; our Montreal-based pyrotechnic fireworks company.

During our 2010 Vancouver Olympics contract Tyson's company first approached us about producing a 'sizzle reel' and we were apprehensive to say the least. The first question we were wondering is what a sizzle reel actually was. Tyson explained that a sizzle reel is a standard television industry term for a short 3-5 minute sample T.V show to be shown to broadcasters. It's an opportunity to test how the production company works with us and the footage never ends up in an actual television production.

Tyson's small crew filmed with us for a week while we were firing the show. The week of filming was a great experience for all involved and I heard nothing but good things once the crew returned to Montreal.

Upon viewing the final video product, we were impressed. Tyson Media's company was able to fully capture the pyrotechnic experience in an exciting fashion. Since then, Omni Film came onboard and the project has recently received development money from Discovery Channel Canada to follow our team onto Barcelona, Spain and Shanghai, China for two of our upcoming shows.

The possibility of 'Pyros' becoming a T.V series is very exciting for us. Not only will it bring great interest to our industry but it will also help us gain valuable exposure for our shows and our sponsors.

We look forward to working with Tyson's company and fully recommend his work to anyone considering filming with his company.

Sincerely,

Maude Furtado, *General Manager*