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To whom it may concern

SanDisk Corporation (NASDAQ: SNDK) is an American multinational corporation that designs, develops and manufactures data storage solutions in a range of form factors using the flash memory, controller and firmware technologies.

As part of our on-going innovation efforts we have invited Mr. Nir Ben Lavi, Lead Researcher at Inovent Applications, to present his innovation management approach to our staff in the years 2009-2010. The presentation was well received, and we have asked Mr. Ben Lavi to give it in all three SanDisk's development centers in Israel. The lectures were based on Nir's research in the fields of Systematic Innovation and Profiling.

I have personally attended two of these events and found Mr. Ben Lavi's topics to be well researched and presented. His insight into innovation is original; his manner of presentation is professional and the seminars topics seem to be valuable tool to large or small businesses alike."

Nir Ben Lavi is dynamic, inspirational and thought provoking and he has a remarkable ability to distill the essence of innovation and articulate it in a way we all found relevant and attractive

I warmly recommend Mr. Ben Lavi as a keynote speaker and as innovation inspirer.

Best Regards,

A handwritten signature in red ink, appearing to read "Itzhak Pomerantz". The signature is fluid and stylized, with a large loop at the end.

Itzhak Pomerantz
Head of the Innovation Group
SanDisk IL