

May 1, 2002

To Whom It May Concern:

It is my pleasure to write a letter of recommendation for Jamie Rubinstein. I have known and worked with Jamie for the last two years. Jamie has provided our company with high quality technical expertise, especially related to the Linux operating system.

Our company undertook a complex project to replace all our Point-of-Sale (POS) terminals with Linux based PCs that not only run our POS software, but productivity applications like an email and information manager, a spreadsheet program, and web browser. This was a significant change from our character based, UNIX terminals that we had before. Our company contracted with Apropos Retail Management Systems to help develop the new terminal environment. We required that the standard Linux interface be dramatically stripped-down, essentially making the POS terminal into a kiosk. This "kiosk" setup made the system easier to use and kept it from being used in unintended ways. The project was very complex and became more complex as it progressed because our specifications were so specific.

While at Apropos Retail, Jamie was assigned the lead role in the project. In my opinion, he was the internal Linux expert at Apropos Retail. Before getting this project, he had been a member of the Apropos Retail support staff that serviced our company under our support contract with them. He always provided courteous and timely help with many different technical issues. Once he began the Linux POS terminal project, it became his primary service to our company. Jamie proved that if he didn't immediately know how to make an application or custom designed interface work; he could and would find the answer somewhere. He showed great determination and pride in his work by spending extra time (often personal time) researching the best way to get the desired results. He set a new standard in outsourced development that our company had not seen before. Like many technical projects, our POS project changed and expanded as it progressed. Jamie was always been able to adapt and find the solutions we needed. The result was a POS terminal design that is low-cost and extremely flexible. It was a bold way to use Linux, especially in a retail environment.

Recently we contracted Jamie to help us find a faster, cheaper and more reliable way to setup new POS terminals for our stores. Because we needed to replace every store terminal, we needed a method that would not slow down the terminal replacement timeline. Jamie did research and found a technology that had great promise. He altered it to work for our needs in less than a week. In two weeks, we were completely configuring a POS terminal from a raw PC in less than 30 minutes with no incremental cost. Before this we had to outsource this process. The lead-time used to be three weeks and cost several hundred dollars for each POS terminal. Again, Jamie's expertise, determination, and hard work resulted in a great solution for our company. We hope to use Jamie's expertise again when we have more technology projects.

Feel free to contact me if you would like to discuss any further questions about Jamie Rubinstein. I can be reached at (425) 551-1500, extension 528 or by email at [lee@zumiez.com](mailto:lee@zumiez.com).

Regards,

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