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To Whom This May Concern:

As a gastroenterologist at Westlake Hospital, I am writing this letter to recommend Konstantine Haralampopoulos as an unparalleled sales rep who calls on my office.

When he first started, Konstantine had the wherewithal to identify my practice as having high prescribing potential (as he later told me). By introducing himself to the GI lab staff and cultivating and building a relationship within my office staff, his basis of success, as I see it, is on adding value through product features and benefits to my patients as well as keeping me in mind on upcoming speaker programs and events. He truly has his finger on the pulse of my best interest as well as his company's. I must say that with the attention and service that he has shown me, I am primarily writing his product withholding any managed care issues.

I kid him of his hard-working Greek background but this has been a saving grace for me. From the beginning, he established the fact that he will be servicing my practice and gave me his contact information in the event of any need of materials or information. For example, unbeknownst to me, my receptionist called him the other day for samples as we were surprisingly low. Even though he was in meetings that particular day, he coordinated via his colleagues to make sure that I would be taken care of later that same afternoon.

The PPI market is very competitive and grey. All else being equal, Konstantine truly understands that adding value through passionate service is the key to success. He really stands out and differentiates Aciphex by promoting its advantages over the competition while at the same time listening to what I have to say. Having identified as well that cost issues are important, he has given me the freedom to write Aciphex by using the vouchers as well as the inherent savings of 7-day h pylori treatment vs. the competition.

Konstantine would make an outstanding ambassador to the medical equipment company that he intends on choosing.

Sincerely,

Manuel Iglesias, MD

