

October 31, 2012

To Whom It May Concern:

It is with great pleasure that I compose this letter of recommendation for Richard Lapenna. Richard and I first met while he was leading an evaluation for software deployment automation for Walt Disney World Parks and Resorts' ("Disney") NGE Initiative. Since then, he has proven to be an extremely competent individual both in his role at Disney and in his field.

UrbanCode was invited to demonstrate how our product, uDeploy, would meet the automation and deployment needs of his team's initiative. As an influential member at Disney, Richard was in a unique position to recognize the value of our software and how to expedite the process to implement our software on Disney's systems. His familiarity with Disney's infrastructure gave him the necessary perspective to recognize the value that uDeploy would add to his project in terms of its ease of application automation and deployment and its ease of implementation. Richard orchestrated a proof of concept pilot, which was designed to be an in-depth sample of the needs of the NGE initiative. This proof of concept was technically challenging and sophisticated; our goal was to provide concrete evidence to Disney that our software would be the solution they were seeking. During the proof of concept, Richard led the pilot successfully through the implementation of the deployment, provision, and release of automation tools. Because of his commendation, UrbanCode became the recommended solution and vendor for Disney.

Currently, UrbanCode is implementing uDeploy for Disney. Our engagement is a project valued over \$1 million and is very important to both Disney and UrbanCode. Our service will help Disney change how its technology interacts with its customers. In response to the immense organizational constraints large firms like Disney must overcome, our software provides a solution that assists in the management of integrated releases of thousands of changes spread across hundreds of applications allowing them to become smaller, more agile, and getting them to market faster.

As a direct result of Richard's assistance during our integration of uDeploy into Disney's systems, our company has learned much that has helped further shape and improve our software for the future needs of Disney and also other prospective customers. Without Richard's guidance during the deployment process, we would be slow in discovering and reacting to the intricacies of the Disney environment.

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Richard's leadership role in managing the technical and business relationship of our companies has proven invaluable in allowing continued progress at an aggressive pace. Without his excellent ability to coordinate the technical needs of his internal team with the capabilities of our team, our engagement would have been slow and arduous instead of quick and efficient. Further, without his recommendation to implement a widespread use of uDeploy, Disney would likely be struggling to ensure its software had an efficient means for self deployment.

We are at a significant point in this initiative where Richard's unique knowledge and skills are essential to the success of this initiative. This success is especially important to UrbanCode, because Disney is one of our largest customers of uDeploy.

It has been a great pleasure working with Richard to successfully integrate uDeploy on Disney's systems. I look forward to working with him in the future as he continues to act as a great liaison between his company, his team, and UrbanCode.

Regards,



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