



APOLLO GROUP, INC.

UNIVERSITY OF PHOENIX
INSTITUTE FOR PROFESSIONAL DEVELOPMENT
COLLEGE FOR FINANCIAL PLANNING
WESTERN INTERNATIONAL UNIVERSITY

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To Whom It May Concern:

In my position as Project Manager with *the Apollo Group*, I am responsible for vendor selection and management for various company initiatives. In this capacity, I manage the assessment tools for the Center for Leadership and Employee Development. The Center for Leadership and Employee Development provides guidance for the 17,500 employees of the Apollo Group and its subsidiaries which include, among others, the University of Phoenix, Western International University, College of Financial Planning, Meritus University – Canada and Insight Schools.

Apollo Group has worked with Dr. Tony Alessandra and his staff since 2007. We utilize a customized version of his product, **The Platinum Rule DISC**, both internally as well as in our University of Phoenix subsidiary. We have found this tool to be very effective in understanding human behavior and creating positive synergy within our various teams.

Dr. Alessandra and his staff have always given us 110% and gone the extra mile to get the job done. With our diverse needs as well as a global presence, our requirements for the product and the company are sometimes demanding and always complex. Dr. Alessandra rises to the occasion; getting the job done right and on time always took number one priority. In addition, customer support and service has to be the best, bar none. Dr Alessandra and his staff are truly the Nordstrom's of the online assessment community.

I, without hesitation, recommend Dr. Tony Alessandra and the Platinum Rule DISC assessment tool unequivocally.

Regards,

Todd Gordon

Project Manager

Center for Leadership and Employee Development

Apollo Group, Inc.

4615 East Elwood Street
Phoenix, Arizona 85040
480-557-1090
Fax 480-929-7417