



To Whom it May Concern,

This is to introduce you to Ezer Mizion, Israel's premiere non-profit health support organization. From its humble beginnings in 1979, Ezer Mizion has grown to a multi-faceted organization with a wide range of programs and services, dedicated to promoting health and fostering independence among physically, mentally and developmentally challenged and elderly populations.

Ezer Mizion occupies a unique niche in Israeli life, offering programs with professionalism and caring free of - or with minimal - charge to supplement the healthcare system. With branches in 25 cities throughout Israel and 11,000 volunteers, Ezer Mizion benefits over 650,000 people from every sector of the population each year.

Ezer Mizion was recently chosen as recipient of the Israel government's highest award: the prestigious "Israel Prize" for 2008. This prize was awarded in recognition of Ezer Mizion's contribution to those who have difficulty functioning or who are in crisis, and marked the organization as a model and exemplar of dedication, the volunteering spirit and compassion.

One of Ezer Mizion's flagship services is its Bone Marrow Donor Registry. The Registry is considered Israel's National Registry and is the world's fourth largest Registry. Our Registry serves as a lifesaving resource, facilitating stem cell transplants for Jewish cancer patients throughout the world.

At Ezer Mizion we have known Mr. Michael Hirsch well for nearly four years now; he is one of the most highly respected people from any of the numerous outsourcing companies that we engage for their professional services.

Mr. Hirsch's track record with us confirms his intelligence, perceptiveness and expertise in his field. Our staff finds working with him most productive and agreeable. His thorough analysis of our organization's needs and system customizations has introduced time and resource saving strategies into our operating systems. His involvement and creative ideas have greatly improved efficiency in many of our processes.

Mr. Hirsch has repeatedly gone far beyond the call of duty, extending himself to ensure that whatever responsibilities he accepts get done in the finest manner possible without incurring additional cost to our non-profit organization.

Our experience with him has shown him to be an individual of the highest moral caliber and integrity. His sincere dedication to many charitable causes, including ours, has marked him as a rare individual who goes out of his way to support and assist others.

We have benefited on numerous occasions from his professional recommendations and have often sought his wise counsel. In fact, there are very few people who can get things done and move organizations forward like Mr. Hirsch. We have no hesitations in warmly recommending him as an unusually intelligent, faithful, reliable, responsible, honest, sincere, and caring individual.

Yours sincerely,

Hadassah Somosi  
Director, Resource Development  
Ezer Mizion