



To Whom It May Concern:

Mentor. Webster defines the word “mentor” as, “...one who steers the course of another, offering guidance, friendship and instilling confidence, enabling the mentored individual to be self-sufficient, able to fly on their own...in fact, able to flourish under their tutelage.” To me, Craig P. Womack is all of those things and more.

I met Craig 20 years ago, when I first began my career as a Sales Associate with The Sharper Image. I had been working for TSI for about six months and had been fortunate enough to have been ranked as the store’s monthly top sales associate for each of the months that I had been employed. As I recall, our store was receiving a visit by Richard Thalheimer, The Sharper Image Founder & CEO, and Craig Womack, President and COO. As a lowly sales person, one doesn’t expect more than polite acknowledgement (if that) from C-level management during one of these store visits. Imagine my surprise when Richard and Craig actually sought me out! Craig spent a lot of time talking with me, asking my opinion on various sales-related topics, encouraging me to share my success secrets... just brainstorming. And just when I thought the conversation and visit were about to end, Craig invited me to fly to Sharper Image headquarters to continue our discussion. I was floored! That visit literally changed my life.

During that San Francisco visit, Craig gave me a personal tour of TSI’s headquarters, took me to lunch, brainstormed more, and debated with me about company policy, while at the same time, sharing his vision for The Sharper Image and making me feel that I was a vital part of that vision. Craig’s down-to-earth, approachable demeanor completely put me at ease. And that visit illustrates in a nutshell some of the incredible strengths...and “magic” of Craig Womack—the ability to recognize strengths and talents in others, motivate and inspire, and make every person in an organization feel that they are a vital component to its success. I left that meeting on fire, ready to climb Mt. Everest on behalf of The Sharper Image...and Craig Womack. Because of Craig, The Sharper Image became more than just a job to me. It became a place where I knew that I had found a challenging, fulfilling and rewarding career. I left San Francisco wanting to have an impact on the Sharper Image as a whole...and knew that I had found the man who would enable me to have that impact: Craig P. Womack.

Craig saw things in me that I hadn’t seen in myself, which is yet another in the long list of Craig’s incredible strengths. Part of Craig’s “magic” is that he has the uncanny ability to focus on the strengths of the individual and match those strengths to the needs of the whole. Under Craig’s advice and tutelage, I progressed within the organization from Sales Associate to Store Manager of the flagship Beverly Hills location to Corporate

Director of Catalog Sales & Customer Service to Director of Sales Training. During my 9-year tenure at The Sharper Image, Craig always encouraged me, while challenging me with lofty yet attainable goals. I was fortunate enough to achieve success and sustain double-digit growth in each of these positions. I attribute much, if not all, of my Sharper Image success to Craig's encouragement, leadership, friendship and mentoring.

When Craig left the Sharper Image in 1998, I knew that I would jump at the chance to work with him again. And that opportunity came in the fall of 2002. Craig invited me to join him at Interactive Health (now known as Human Touch, LLC) as Director of Back Care Division Sales. While working with Craig at Human Touch, I was able to once again witness the Womack Magic firsthand! Akin to watching the finest chess master in the throes of a world championship, I witnessed the Womack Magic as Craig strategically created and unified teams from different elements within the organization—from design & engineering to marketing & sales to operations & IT, each of whom worked long and hard hours to make Craig's visions a reality. That's the magic of Craig Womack.

Another part of the Womack Magic is Craig's willingness to listen to ideas, even when those ideas would seem to be "out-of-the-box," even crazy. Craig has the uncanny ability to take those unlikely ideas and refine them into tangible & practical strategies, action points and solutions. No idea seemed crazier than when Craig invited me into his office to show me the design for this "little massage chair" that would pack a wallop and that Craig predicted would change the massage chair landscape forever. The iJoy™ massage chair became one of the best-selling massage chairs in the history of the company. Once again bringing together disciplines across the board, Craig had unified the various disciplines of the company in order to accomplish this monumental milestone. The Womack Magic had worked its wonders.

Craig is also ethical and hard-working. While he is definitely highly competitive, Craig fervently believes in "winning with integrity." For years, I witnessed Craig sealing multi-million dollar, mutually beneficial deals with a handshake. Said deals translated into the double digit growth that grew the revenues of Human Touch from \$35M to \$100M. To others, "My word is my bond" is a slogan. With Craig Womack, it's a way of life. By quietly setting the example for ethics in the workplace, Craig leads by his actions...not just his words.

Still another element of the Womack Magic is the fact that Craig inspires loyalty due to his genuine affection for and appreciation of his entire staff. Craig gets to know everyone on a personal level. He takes extra time to make certain that the people who work for him—from the upper-level manager to the warehouse worker—feel valued and important. This inspires people to give more because they feel that what they do, and the way that they do it, is of vital importance to Craig, and by extension, to the company.

Craig gets to know his employees as real people, but it doesn't stop there. Craig encourages his employees to get to know each other, as well. He does this in a practical way by periodically scheduling various company-wide events. Anything from simple

company picnics, barbeques or motivational meetings, to more elaborate holiday parties and off-site team-building events may be planned. These team-building gatherings and activities might seem simple and unimportant to some, but those few have never walked into one of Craig's companies on the days and weeks following one of these events. The atmosphere at work is friendly, energized and jovial. The camaraderie that is created becomes an ongoing part of the corporate culture, positively affecting morale, productivity, teamwork and, in turn, bottom-line results.

The Womack Magic: the ability to recognize and mentor talent; to make every individual feel like a vital part of the whole; to inspire each individual to work tirelessly, while encouraging out-of-the-box thinking; to set lofty goals that encourage both individual and corporate growth; to feel deeply connected to and have the utmost respect for the company and the individuals within it; and finally, to inspire absolute, unbridled loyalty and integrity in others by exhibiting those same qualities in oneself.

Please feel free to contact me directly should you wish to discuss any part of the Womack Magic further.

Best regards,

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