

TOTALVIEW™

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DESIGN

CONTEMPORARY ART

P 9175390899

JANERUBIN@TOTALVIEWGLOBAL.COM



Damon Pavlatos, CEO/Partner
FuturePath Trading LLC
Chicago, Illinois
P 312-987-2062
futurepathtrading.com

To Whom it May Concern,

My name is Damon Pavlatos, and my position is CEO/Partner and Founder of FuturePath Trading LLC. FuturePath Trading is a Futures and FOREX brokerage, registered with the NFA and governed by the CFTC. Our firm specializes in electronic trading and the facilitation of clearing for traders. FuturePath Trading developed a state-of-the-art institutional trading execution platform called PhotonTrader. Today FuturePath and PhotonTrader are still thriving in the Futures industry.

The reason for this letter is to describe our business relationship with and past employment of Jane Rubin. When FuturePath decided to expand and create branding in the Futures space, we felt we needed a creative and knowledgeable person to help us. After contacting Jane in New York City to compete, she rapidly created a strong interactive pitch. We flew her to Chicago, interviewed her and hired her. We had interviewed many individuals and firms. We found Jane Rubin had the best vision and experience to do this job.

We hired Jane full-time as Creative Director and Head of Branding. Jane went far and beyond the job that we asked her to provide. Jane re-designed all of our websites, and designed a branding plan to promote our company and software, globally.

Jane provided content for the website and was the editor of all articles, releases and email campaigns. She designed promotions for our trade show events. FuturePath advertised in all the major magazines, such as Stocks, Futures and Options, Active Trader and Golf Chicago.

Jane directed, designed and wrote all campaigns for the advertising we placed in these publications. This is only some of the Creative and Brand Direction that Jane provided. Jane Rubin was the bright light of our firm. She conducted herself as a true professional and at the same time was a very pleasant person to work with. Jane is so talented that I am confident in referring her to any company. In closing, Jane would be a great fit for your firm with the sophisticated, bold vision and results that she provides.

Feel free to contact me anytime if you have any questions regarding Jane Rubin.

A handwritten signature in black ink, reading "Damon Pavlatos". The signature is written in a cursive, flowing style with a large initial 'D' and 'P'.

Damon Pavlatos, CEO



Architects of electronic trading innovation

John Gromala
VP of Sales and Marketing
NinjaTrader LLC

John Gromala was one of the founding partners of NinjaTrader, along with CEO Raymond Deux. After years of growth and success, during the past several years John Gromala retired.

January, 2010

To Whom It May Concern,

Jane Rubin has been the Creative Director for NinjaTrader since February 2006, providing creative direction on advertising, marketing and corporate branding. We appreciate Jane's talent and commitment. She has significantly contributed to the creation of a successful corporate brand and overall corporate growth.

Jane possesses a rare and unique set of skills that combines Conceptualization, Cross-Platform Visual and Interactive Design, and SEO knowledge, with an individual who also understands our industry.

NinjaTrader provides an industry leading front-end trading application for Futures, Forex, and Equities traders. Prior to contracting with Jane, NinjaTrader had created a basic website with a focus on electronic commerce to automate the purchase of our application, but it did not convey the brand image we desired, so we contracted with Jane for a comprehensive corporate overhaul.

In terms of the many 360-degree projects that Jane has conceptualized and executed for NinjaTrader since 2006, the following are selected highlights:

- Updated logo design and brand identity, to a more corporate and professional level
- Created NinjaTrader's positioning statement, "Architects of electronic trading innovation."
- Provided high-level strategic consultation and implementation on corporate branding, SEO and SEM concepts, and new web site content areas
- Proficient design and execution of two search engine optimized web sites that quickly resulted in top five listings on Google and other major search engines
- Conceptualization and creation of multiple print and online advertisements including flash banners with landing pages and a full-page print advertising campaign running in all major industry publications.
- Trade Show booth and promotional items including a large-scale mural, posters and postcards for trade show promotions
- NinjaTrader operational items including a new brochure, sell sheets, business cards, etc...
- Design and branding of NT software-related items such as icons, splash screens, etc...

In the Fall of 2009, we asked Jane if she would consider becoming NinjaTrader's full-time Executive Creative Director.

The position required Jane to relocate to Denver, CO to work at NinjaTrader LLC headquarters as part of our executive team. Unfortunately, Jane opted to continue running TOTALVIEW, the agency that she founded and is headquartered in New York City, although she will continue her relationship with NinjaTrader as our preferred Agency Partner.

We look forward to continuing our partnership with Jane Rubin and her agency, TOTALVIEW, and we are providing her a much deserved and earned recommendation, to anyone attempting to create or expand their brand's awareness.

Sincerely,

John Gromala

Partner, VP of Marketing and Sales



Tom Busby, Founder, CEO
DTI Trader, Incorporated
1555 University Blvd South
Mobile, Alabama 36609
P 800-745-7444
D 251-232-1555

DTI Trader is the leader and pioneer in providing global trading education, both online, and onsite, in Mobile, Alabama. Since 1996, DTI has taught thousands of traders our patented approach to winning the day trading game in all markets, as well as longer term investment strategies.

Jane successfully provided Creative Direction on all DTI web, print and trade show communications from 2007-2010. Jane continues to be a valued consultant. She has worked professionally, for over a decade, as a Creative Director in the fast-paced Trading Industry. Her professional demeanor has always been a serious one.

Jane has continuously provided high quality work and maintained her focus, and high moral standards of conduct, at all times.

Sincerely,

Tom Busby
CEO and Founder



Donjo Franklin, Founder, CEO
Franklin Global Capital LLC
donjofranklin@franklinglobalcapital.com
donjofranklin1@gmail.com

August, 2010

Jane Rubin truly exhibits natural talents for creativity and inspiring, ingenious work. From start to finish Jane exceeded all of Franklin Global Capital's expectations and most importantly unlocked the FGC Brand and its hidden potential.

If you want mediocre go with the next company, but if you want genius, true professionalism and just absolute amazement go with Jane Rubin.

Jane's level of integrity is genuine and her commitment to bringing excellence to her clients is unprecedented. She delivers the "WOW" factor each time, every time.

Sincerely,

Donjo Franklin
CEO and Founder