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April 3, 2007

To Whom It May Concern:

I am not in the habit of endorsing individuals, but Gary Polakovic is an exception. I've been a witness to Gary's career since the late 1980s. He is a dedicated and highly skilled professional with a unique skill set ideally suited to promoting environmental communications and public policy solutions.

In particular, Gary has a mastery of air pollution issues and has been intimately acquainted with these issues in California and across the nation for more than 20 years. Indeed, many of his stories as a journalist have substantially shaped public debate and fomented political will that led to progress on the path to clean air. He can navigate arcane air quality regulations, complex technology and communicate the essence of an issue with alacrity and precision. He has shown over and over an ability to deliver strategic messages with authority. What's more, Gary has built up a high level of expertise to get the facts right on a wide range of ecological issues.

In addition, he has not been tainted after spending more than 20 years at the center of some of the nation's most contentious environmental policy brawls. Gary is a fair broker and has deftly retained a high level of respect and integrity among competing stakeholders – no small accomplishment in the high-stakes and fractious world of environmental public policy.

Gary had a long and successful career in news media, including leadership positions at elite organizations such as the Los Angeles Times. I am confident that Gary's new endeavor – strategic communications and environmental policy consulting -- will be a great success and he will offer clients excellent service. I can endorse him without reservation.

Sincerely,

A handwritten signature in cursive script that reads "Mike Hertel".

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