

November 22, 2009

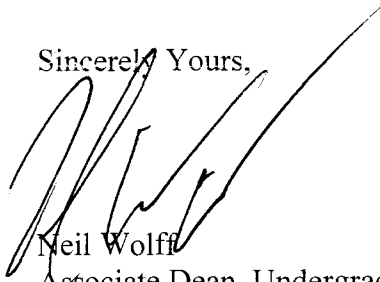
To Whom It May Concern:

I would like to offer my personal endorsement as a character reference for Farah Bhanji.

I have known Farah for 8 years. In 2002, I had the pleasure of instructing Farah in an Entrepreneurship course at Ryerson University. Through a combination of critical thinking and creativity, Farah excelled not only in my class but she also successfully completed a 4 year degree program in Retail Management. As a recipient of 6 awards/scholarships, she has shown a great deal of intelligence and aptitude for high level thinking. I have had the pleasure to keep in touch with Farah Bhanji since she graduated in 2006.

Aside from her academics, I have always been impressed with Farah's extracurricular activities. It's not common that one meets a student with such a strong commitment to her passion for entrepreneurial ventures during and after their course of study. I have always been amazed with Farah's boundless energy as demonstrated by her will and determination to strive for her goals. I am honored that she continues to solicit my guidance on her ideas and commend her for her commitment. As such, it is with no hesitation that I can refer Farah Bhanji as a good standing individual. I have no reserves that she will continue the path she is on and will lead her in the direction of success. Please do not hesitate to contact me if you have any further questions.

Sincerely Yours,



Neil Wolff
Associate Dean, Undergraduate Students
Ted Rogers School of Management