



July 19th, 2010

To whom it may concern:

On July 7th, 2010 it was my pleasure to invite Boris Cherniak to perform a stage hypnosis show for my staff at Advancelt. Renowned for his humour and past experiences alongside the likes of Maury Povich, Mr. Cherniak surpasses expectations. He does an excellent job of engaging his audience and creating a wonderful ambiance in the room, keeping us entertained for the duration of his show.

If one were to describe Mr. Cherniak's performance it would be described as entertainment coupled with therapy. He expresses his desire to help members of the audience overcome their innermost fears and phobias, be it spiders or celery. Equipped with a soothing voice, some soft music and what he calls *the power of suggestion* he is able to wow the entire room.

Considering Boris was handling us at a most vulnerable time – under the influence – his conduct was nothing short of respectful. Appropriate and hilarious, Boris had us all at the edge of our seats in anticipation of the next ludicrous antic, and then roaring with laughter as a result.

Boris creates a friendly atmosphere, bringing people together in sheer enjoyment; fulfilling all my expectations for staff entertainment. Not to mention, he was the talk of the office for days! I would not hesitate to welcome him back to Advancelt in the future.

Best regards,

Jeff Mitelman
Chief Executive Officer
Advancelt