

Bob Reichblum

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To Whom it may Concern:

It gives me great pleasure to provide this recommendation for Shahnti Olcese.

In thirty years of managing programs and divisions including Good Morning America (as Executive Producer), CNBC Primetime (as Vice President, Programming) and ReelzChannel (Executive Producer of *Dailies* and Executive Vice President, Programming, Production and Promotion) I have never had the chance to work with someone like Shahnti and benefit from her experience, strategic insights, managerial skill and energy.

To this day, I like to tell people that Shahnti was the only person I have ever hired in the middle of a job interview. ReelzChannel was launching in a very challenging and competitive environment and I needed to find the right person to handle our Talent Booking and Studio Relations efforts. Her stellar reputation was confirmed.

We were a new “kid” in a town that very much values long established relationships. Shahnti was—in a way that amazed all of us—able to get for the Channel a visibility that was far ahead of our distribution—not to mention our body of work and all with very little staff and network support.

I don't know of a more traditional environment to operate than Hollywood's Studio and Star system. Yet, there was never a case when Shahnti told me of a problem—she only brought me solutions.

Please feel free to contact me.

Cordially,

Bob Reichblum