

ANDREA M. LONG

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June 5, 2008

Wendy Wetherall
Pepperidge Farm, Incorporated
595 Westport Avenue
Norwalk, CT 06851

Dear Ms. Wetherall:

My proven ability to strategize expansion of Fast Moving Consumer Goods into global markets, especially Japan, makes me an excellent candidate for the position of Global Consumer Affairs Senior Manager that you currently have open.

I offer a strong commitment to the Japan market, having resided and worked throughout Japan for last 12 years, interacted with various levels and functions of government and business, managed Japanese organizations and businesses, and demonstrated cultural sensitivity to both US and Japan organizations;

As director of the Tokyo Tourism Board, I have demonstrated my strategic abilities by developing programs that resulted in an 18 percent increase in traffic to Tokyo in 2007, traffic growth of more than 10 percent in 2006, total spending and per-capita spending growth of 15 percent and 5 percent respectively; as well as 5 percent growth in length of stay to 3.66 nights.

My marketing experience is extensive and diverse – from opening up new markets to tapping into my vast pool of contacts in both business and government in. During my extensive marketing career with Pepsi-Cola, I influenced the objectives and direction of franchised bottler management, engendering significant credibility, mutual trust, and respect, and facilitating solid growth when the rest of the country was experiencing decline during the toughest year.

I am a proficient all-around marketing practitioner with a highly applicable background. My familiarity with the business environment in the US, Canada, and especially in Japan, can be extremely valuable in your endeavors. My MBA degree and fluency in English and Japanese further bolster my qualifications.

I'd like to meet with you to discuss adding value to Pepperidge Farm as I've done for my previous employers. I'll contact you in the near future to arrange a meeting. Should you wish to reach me before then, please call 203-555-6625.

Sincerely,

Andrea Long

