

Tryne Ree Lhard

595 Commonwealth Avenue • Boston, MA 02215 • 617-353-2834 • trl@bu.edu

November 29, 2007

Mr. Alfred Erna
Manager
American Express
3 World Financial Center
New York, NY 10285

Dear Mr. Erna:

The 2006 American Express online campaign featuring humorous short films of Seinfeld and Superman changed the way I view the American Express brand. I am very interested in being a part of a brand that has been so successful in creating new and exciting ways to connect with people. That core value influences all aspects of my life, from my work in traditional and online media to my improvisational comedy background. My professional goal is to apply my commitment to service, excellence and creativity to the American Express brand.

After hearing you describe the challenges and opportunities at AXPI, I believe the environment there directly aligns with my strengths and experiences. In my most recent position at Google, I took it upon myself to revise my team's sales approach to more accurately address our consumer packaged goods customers' needs. That strategy was successful enough for me to be invited to consistently collaborate with clients on new approaches to their online strategies.

While I was regularly challenged in my work, I returned to school to further develop my leadership skills. In my first semester at Boston University, I was selected by the MBA faculty to represent the first-year class on the Program Development Committee, a taskforce comprised of faculty and administrators charged with evaluating and shaping the curriculum. Additionally, I, along with a classmate, developed and presented a proposal for an online business targeted to the needs of urban American women, aged 22 to 34. A panel from BU's Entrepreneurial Management Institute recently selected us as the winner of its "\$1000 Business Concept Competition", and we are in the process of drafting our initial business plan.

I hope you will take the time to review my resume as I believe it will provide you with additional information on how I could contribute to AXPI's goal of delivering a "best in class experience for its online customers." Thank you in advance for your time.

Sincerely,

Tryne Ree Lhard