

June 8, 2010

**RE: Rick Richey  
Letter of Recommendation**

To Whom It May Concern:

Please accept the following letter of recommendation for Rick Richey in any capacity as instructor, trainer, or consultant in the exercise and health industry. I became aware of Mr. Richey prior to his completion of the requirements for a Masters of Science in Exercise Science – Performance Enhancement and Injury Prevention at California University of Pennsylvania in 2006. Soon after, he was recruited by NASM to be one of just ten of our Master Instructors to provide evidence-based workshops to personal trainers all throughout the country.

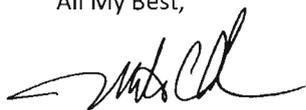
The National Academy of Sports Medicine, or NASM, was founded in 1987 as an organization to provide evidence-based certifications. I joined NASM in 2000 as the organization's CEO. In addition to its evidence-based NCCA-accredited Certified Personal Trainer (CPT) certification, NASM also offers a progressive career track with access to advanced specializations in Sports Performance (PES) and Injury Prevention (CES), Continuing Education courses, and accredited Bachelor and Master Degree programs. The NASM educational continuum is designed to help today's health and fitness professionals enhance their careers while empowering their clients to live healthier lives.

Since NASM is the premier training and certification organization for personal trainers, it is important that all of our master instructors are the utmost authority in their given area of expertise. NASM's instructors, therefore, must have strong professional resumes and educational backgrounds. Mr. Richey's professional resume speaks for itself and his education exceeds expectations with his multiple NASM certifications and Bachelor's and Master's degrees. Always yearning to learn even more, Mr. Richey is currently attending the Swedish Institute of Health Sciences. After which, Mr. Richey will be capable to receive a Massage Therapist License. Aside from his degrees, certifications and professional work experience, there is one other component that makes Mr. Richey such an important asset to NASM: He is a charismatic person with an incredible sense of humor and charm. Whether it is a workshop, class, or one-on-one instruction, Mr. Richey always has the ability to captivate anyone around him.

Throughout my career, I have had the opportunity to work with many athletes and celebrity clientele, most notably as the physical therapist for NBA's Phoenix Suns. As one can imagine, the working conditions can be difficult, often requiring different skill sets used when working with the general public. Celebrity clientele often require very personal routines, i.e. an actor having to prepare for a role in a new film or simply helping a professional athlete develop a routine that prevents frivolous injuries. Another important factor with this niche of clients is the confidentiality and privacy personal trainer or consultant must always respect. It certainly takes a special kind of person to be able to adapt to such pressures and Mr. Richey always thrives in such situations.

Over the past ten years with NASM, rarely have I ever come across a young man as gifted and talented in the field than Rick Richey. I highly recommend him as an instructor, trainer, or consultant. If you have any questions or concerns, please feel free to contact me anytime.

All My Best,



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