

## RANDOM TESTIMONIALS

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*Toby's years working on the Broadway and touring companies of RENT throughout North America and DE LA GUARDA in New York have made him an invaluable member of our marketing team as well as the theatrical community. It is safe to say that without his input, guidance and creative vision, our online presence would be virtually non-existent.*

Laura Matalon  
Principal  
TMG - The Marketing Group



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*Toby is an exceptional individual and one that has made an extraordinary contribution in bringing the convergence of Broadway, entertainment, and the internet together.*

Fred B. Tarter  
Chairman  
Stagebill



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*Toby's passion and commitment were essential elements in the success of VICTOR/VICTORIA on Broadway. As one of the producers, the website he created for our show was the very first website for a Broadway production, the first to sell tickets online, the first to publicize video to consumers, one begins to understand it's import. Toby went on to make an enormous contribution to Broadway as a whole.*

Tony Adams  
Lead Producer  
Victor/Victoria



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*Toby roared into the rather anarchic and insular industry and dazzled colleagues and competitors alike with a vision that was both global and futuristic. I came to respect his tenacity, his professionalism and his talents.*

Bert Fink  
Vice President  
The Rodgers & Hammerstein Organization



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*My employees and I have had the opportunity to work very closely with Toby on many Broadway and Off-Broadway productions over many years ranging from THE SOUND OF MUSIC to STOMP and feel he has proven to be a great asset to the theatrical community.*

Richard Frankel  
President  
Richard Frankel Productions



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*Toby is creative and collaborative and working with him was an excellent experience. Beyond the individual work he did for my specific shows, Toby showed leadership within the community in terms of his vision for the industry and the world-wide web. He changed and influenced the way we all interact with the web and was instrumental in showing us our to use our websites as marketing tools. Without Toby, we'd still be in the dark ages.*

Carol Chiavetta  
Executive Director  
Disney Theatrical Group



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*Toby worked on various League projects, including the 2000 Tony Awards (website content and design) and our overall development of an internet strategy for the theatrical industry. He has always been an enthusiastic, reliable and positive force within our community.*

Jed W. Bernstein  
President  
League of American Theatres & Producers



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*Toby's knowledge, talent, dedication and commitment to the community of American Theatre have been instrumental in our dramatic and constant growth. Through his ingenuity, he streamlined our business procedures and positively impacted our financial goals. Toby's creativity, guidance and team approach have reinforced MTI's lead role in this industry.*

Steve Spiegel  
President  
Music Theatre International



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*Toby Simkin has proven to be a reliable, dedicated and focused individual, who has not only pioneered bringing Broadway to the internet, but introduced it to us in such a way that today we actually profit from it. Certainly the shows that I have managed have had terrific results on the net, entirely due to Mr. Simkin's vision and perseverance.*

Tanya Grubich  
President  
TMG - The Marketing Group, LLC



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*Toby is the leader and driving force in the use of the internet pertaining to theatrical productions. Toby is highly regarded in the theatre community in New York as a person of impeccable integrity in his business life and in his personal life.*

David Richenthal  
Broadway Producer



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*Toby has been one of my greatest teachers, mentors, colleagues and friends. Consistently, he was bringing a sharp focus and insight into a burgeoning new piece of our business - the internet. In a short time, our entire theatre industry become a part of "e-fever" and Toby was the expert that we all needed to explain to us this great new venture and give us the capacity in which to explore. Offering creative and artistic insights, combined with a savvy business acumen, Mr. Simkin built Theatre.com from his bare hands and turned it into a Broadway powerhouse that no producer could do without.*

Scott Walton  
President



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*Toby reenforces my ideal of a responsible, dependable and innovative worker in the business world. His dedication to online theatrical marketing is intense as he continually strives to prove himself as a trustworthy and forthcoming visionary in the Theatrical and Internet industry. His work has been groundbreaking for the entire industry.*

Carrie Ellen Heikkila  
Senior Director  
SFX Entertainment



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*Toby is a star in his field because he is not only brilliant; he also cares about the job he does and the people for whom he does it. He is an extraordinary asset to the theatrical community.*

**Bobbie Horowitz**  
Broadway Producer



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*I engaged Toby to catalog and digitize my husband Jule's documents, awards, compositions and personal diaries to ensure his legacy was not lost, and to create an enduring web presence. Managing the volumes and boxes of GENTLEMEN PREFER BLONDES, PETER PAN, BELLS ARE RINGING, GYPSY and FUNNY GIRL memorabilia was an arduous task which he undertook with care, passion and attention to detail. He honored me with a Toby Award last year, but it should be me honoring him with an award for his utter brilliance.*

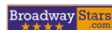
**Margaret Styne**  
Jule Styne estate



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*Toby is one of us. He loves theatre. Toby had this idea about the internet and the theatre a long time ago. Really long ago. If Toby had taken this visionary thinking and applied this to another market, Toby would have been a multi-jillionaire. (Yes, I made up the word "Jillionaire"). Toby had the idea about commerce and Broadway to create BuyBroadway..... before Amazon.com existed. Can you imagine?*

**James Marino**  
BroadwayStars



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*Toby is an extremely competent and organized Stage Manager as well as a very thoughtful and sensitive human being. Toby performs his job with tremendous dedication and boundless energy, always going above and beyond the call of duty to see that the whole operation runs smoothly.*

**Davis Gaines**  
Broadway Star

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*Toby is a tremendous asset to the industry, and a wonderful man. His vision and years of leadership in shaping how Broadway can fit into the internet has been extraordinary. Toby guided us at League conferences with road maps, and his creativity on a live video webcast from the tour of LES MISERABLES, stepping into FOSSE and PUTTING IT TOGETHER, all shows I managed, was exceptional.*

**Alan C. Wasser**  
Alan Wasser Associates

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*Toby is an outstanding individual and professional who possesses particular abilities regarding the world of technology and, in particular, the development, design and implementation of websites. He is indeed a "team player" and understands the intricacies of the business better than anyone I have ever met.*

**Michael A. Jenkins**  
President  
Dallas Summer Musicals



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*Toby is an honorable man who takes pride in his work and in keeping his word - not entirely common traits for many as entrepreneurial as he. The level of work, the responsiveness to our needs, and the turn-around on the project exceeded my expectations.*

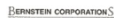
Christopher McSwain  
California Musical Theatre



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*As an active voting member of The Grammy Awards I am in an excellent position to comment upon the extraordinary talents of Toby who could perform, represent and negotiate at a level to perpetuate the exceptional reputation of my recording project and live performance with the Leningrad Philharmonic Orchestra. I have always been pleased with his productivity and efficiency. I can unequivocally attest to his enthusiasm, integrity and abilities. Toby always the first person to tackle a difficult issue and have a complete resolve to that issue.*

Richard J. Bernstein  
Bernstein Corporations



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*There is absolutely nothing in this world that Toby can't handle. His ability to coordinate and execute is exemplary, and his unique sense of logistics is a rare quality. He is a splendid example of grace under pressure. Regardless of any difficult or stressful situation, his manner of dealing with his colleagues, staff and the general public is a joy to behold.*

Stan Jacobson  
Producer

Winter Olympics and SkyDome Opening

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*Toby has kept my business at the forefront of the entertainment industry by providing extraordinary, unique, guidance in helping the theatre in general effectively understand the potential of the Internet. He has made the entire Broadway industry more effective with pioneering on-line coverage of individual shows, as well as instituting pro-active outreach programs using the Word Wide Web to encourage and develop new audiences for the theatre. He has created cutting-edge resources for numerous Broadway productions and his work in the Broadway arena has had a profound influence on the business of theatre and has been instrumental in bringing a classic art-form into the new millennium.*

Adrian Bryan-Brown  
Partner  
Boneau/Bryan-Brown



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*Toby is a very talented theatre professional, pioneer and leader in bringing the world of theatre and the internet together. His extraordinary work in establishing the theatre industry's visibility was ground breaking. He has been a valuable contributor both as a theatre producer as well as marketing consultant. Toby's rare combination of intelligence, organizational skills, expertise and aesthetic sensibility make him a leading member of the professional theatre community*

Frank P. Scardino  
Executive Producer  
Roundabout Theatre Company



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*Toby exceeded producers expectations and confirmed that new innovative ideas could break through in the marketplace. Toby's keen understanding of how best to market shows was recognized by producers across the board and his commitment, passion and energy in this business have been an inspiration.*

**Keith Hurd**  
Broadway Marketing Director



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*Toby's knowledge of the industry and dedication to enhancing the presence of our CHICAGO, ANNIE GET YOUR GUN and SEUSSICAL shows has proven extremely valuable to their continued success. Toby displayed an acute appreciation for the impact of the internet developing and evolving our sites with complete understanding of the Broadway consumer and their needs, while remaining true to the artistic constructs of each show. He has shown a passion that is intricately involved in the close-knit world of Broadway with proven desire to use his skills to see it thrive.*

**Barry Weissler**  
President  
National Artists Management Co.

