



To whom it may concern:

My name is Chris Smith and I am a proud black belt school owner and instructor under Master Charles Gracie. Since affiliating myself with the Gracie family close to twenty years ago, my business and name recognition have increased substantially. I have been able to excel in a very competitive business market in both California and Hawaii with the assistance of the Gracie families name and guidance.

The Gracie name is immediately recognizable the world over as the ultimate in martial arts instruction and business acumen. The ability to have a direct link to a family member of the founders of Gracie jiu jitsu continues to be invaluable. I have reached out to Charles for guidance on many topics over the years from how to handle different teaching situations to ideas related to lease terms and everything in between. He treats us all like family and is there to help as needed while always showing the highest level of professionalism in everything he does.

In addition to all of this, Charles is available to come to our academy personally to help the students and all of us are always welcome at any Charles Gracie academy, which is a big benefit when traveling or when selling to people who may travel for work/school etc. Over the last two decades I have seen the Charles Gracie association grow from a few schools to a large network of practitioners and school owners. Charles has done this the old fashioned way, through hard work and a dedication to customer service and satisfaction that is second to none. I would highly recommend the Charles Gracie jiu jitsu association to any school owner who is looking to increase their professionalism and visibility in today's dynamic martial arts industry.

Sincerely,
Professor Chris Smith
3rd degree black belt
Gracie jiu jitsu

A handwritten signature in blue ink, appearing to be "Chris Smith".