



November 4, 2003

To Whom It May Concern:

As Managing Director of idealab, I had the pleasure of working with Carrie Wiley from October 2001 through July 2003. Together we worked on many projects, ranging from web-based services for micropayments, to location-enabled content, to Picasa – a groundbreaking digital photography application, the company I later became the CEO of.

In 25 years in the technology business, I've never had the pleasure of working with someone so versatile and talented on so many dimensions. From web design, to project management, to business analysis and negotiation – Carrie seemed to be able to do it all. And what's more, she is blessed with a cheerful, diplomatic personality which allows her to integrate into any team and become productive quickly. But her diplomacy does not come at the expense of effectiveness; she knows how to be forceful without being perceived as arrogant or domineering.

She consistently accomplished more than was asked of her, anticipating needs early. Her work ethic is beyond reproach; she seems to relish being busy, and is comfortable in the chaotic, uncertain environment that characterizes early business ventures.

Together we experimented on many new businesses; and created three that endure, including Picasa, which thrives today largely because of her early efforts and unflagging enthusiasm. I hope to work with Carrie again.

Sincerely,

Lars D. Perkins  
CEO, Picasa, Inc.

Picasa, Inc.

130 West Union Street, Pasadena, CA 91103 T. 626.229.7810 F. 626.535.2701

[www.picasa.net](http://www.picasa.net)