



Recommendation& Reference

On behalf of the IBA Israeli Broadcast Authority, I would like to extend my acknowledgment of a friend
And a professional TV Analyst for our Basketball Telecasts.

Eliezar Gordon, better known in our country as Lay Z from his basketball career in Israel, has commentated
basketball for our channel starting in January 2004.

For the last 3 season, he has managed to evaluate the channels ratings, and bring a new light and attitude, not
to mention, a highly professional, and creative out look to our Telecast.

We all appreciated the unique style of Sharing his views as an ex pro basketball player, while entertaining our
viewers each week with his special Sense of humor.

As a result of his success with our national channel, he went on to becoming one of the most sought after
coahes, and mentors for leading companies, students & teachers across Israel.

We wish him much success in his up coming international Music career, and hope to see him a part of our
Basketball telecasts in the future.

Sincerely
Sassi Efrati
Director of sports
IBA Israeli Broadcast Authority