



Craig Kahl  
Adventure Web Productions  
612 ½ Frederick Rd.  
Baltimore, MD. 21228

Dear Craig,

This letter is to bring you up to speed on our recent evaluation of the services that you provide our firm. As you know, in today's economy every marketing dollar spent must be accounted for and provide the best possible results.

At Mark Downs, we employ a variety of advertising media to gain new customers and try to identify the areas that produce the best results. Based on our evaluation of our website, and the various associated search engine optimization services you provide us, these have proven to produce greater results than any of our other means of advertising. In fact, your company's services produce more and better results than all of our print, radio and direct mail campaigns combined.

The best bang for the buck is probably the best way to put it!

I thank you and your organization for its continued competitive cost, personal service and going the extra mile when necessary. There are many other choices for web development and marketing firms these days, but yours certainly has proven to stand well above them all.

Keep up the good work, and Happy Holidays!

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Steve Rosen', is written over the 'Sincerely yours,' text.

Steve Rosen  
President