



July 22, 2009

John:

Bob, David, and I appreciate your patience in communicating with us about a technical process that can be baffling to those who are not professionally a part of the internet community. Outside of family, our business is our primary focus, and your patience has allowed us to maintain a more meaningful focus by allowing us to make decisions that minimize costs and optimize search engine results. Your contribution to guiding us through the elimination of keywords and campaigns under the Google Pay Per Click program that we believed important, but, in fact were not, has allowed us to save substantial amounts on a monthly basis. Your recommendations for improving our website, to enhance our organic listings, has proven to be 'right-on'.

You have been generous with your time. You have made a valuable contribution to our business. Thank you...

Be well,

Ralph

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