

EVANS Marketing Inc.

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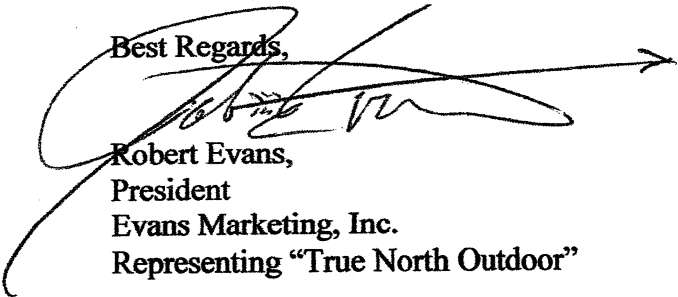
Mr. Carl Mitchel
Shepard Expositions Services
1531 Carroll Drive Northwest
Atlanta, Georgia 30318

Dear Mr. Mitchel,

I'm sure you're a busy man, but please take a moment to read this letter. I'm sure you will be pleased. As a business owner, myself, I like to know how my company is perceived by others and how my employees are representing my investment. While balance sheets and bank accounts are tell-tale signs of good or bad business, so are the people who represent you and do the tasks necessary to build a healthy bottom line. I'd like you to know you have a "stand-out" in your midst a polite, funny, charming, knowledgeable, helpful person who does a fantastic job of selling your product and philosophy.

Her name is Natalie Ward and I only know her from the telephone conversations we have had in acquiring a booth for the ATA Show in Columbus, Ohio. It's been a long time since I've smiled after hanging up the phone with a representative of another company. What a great human being and personality. If you don't know of her or know her that well I would take the time to do so. It's people like Natalie that make people like me want to do business with companies like you! I would make a tape and short dvd of her working with potential customers and use it as a learning tool for new employees coming into your company. In short and in closing, what a sweet person and what a talent Natalie is. You do not pay her enough....really. Thank you for your help in helping us, and give the "kid" a raise or I'll hire her, seriously, she's a keeper.

Best Regards,



Robert Evans,
President
Evans Marketing, Inc.
Representing "True North Outdoor"