

MOONLIGHT PRINTING

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February 17th, 2005

Dear John,

I am so thrilled with my new sign, it's proved itself invaluable in just a few months of use. I am equally pleased to have received a check from you so quickly, for the two referrals.

Initially I was a little dubious that the sign could work for my printing business but the price was so reasonable and I could see the benefits of being able to target messages to the people walking and driving past my business especially those who do so regularly.

The response, I am pleased to say was immediate! We promoted a business card special (for new customers only) over a 5 days time period and as a result doubled our usual volume of business cards. But, what's really amazing is that some of these new customers will surely become steady clients in the future and that's what really counts.

It's funny when you ask a client how they heard about us and they say the sign caught their eye. I have used neon signs and banners for years in the window and never had that kind of response. The key to it is being able to create moving messages targeted to what I want to promote when I want to promote it. There is no doubt that the extra-bright LED stands out and brings attention to my store and being able to change the message keeps the information new.

It also creates a tremendous benefit at night as it advertises our business and services 24 hours per day.

I referred another prospect to your company today and look forward to receiving the referral fee for that, I believe eventually I will get this sign paid for by the referral fees alone.

In the past, I have spent money on advertising and found the benefits hard to gauge, but this sign has shown me how to cost-effectively target new prospects passing by my door every day. Thanks for showing me a new and profitable way to market.

I would be happy to recommend Mandex Motion Displays as a company of integrity and the I-SELL product as truly effective.

Sincerely,

A handwritten signature in black ink, appearing to be 'J. R. K.', written in a cursive style.