



May 5, 2005

Dear Sir or Madam:

John Absalom served me for several years as my account executive for radio advertising. During those years, I came to trust John as a valuable resource for ideas and advertising expertise which translated directly into increased sales and profits for Valley Isle Motors. If you are fortunate enough to have John in your office, he is not there to simply "sell spots," he is committed to working with you on building your business. I enthusiastically recommend John to any business owner looking for an honest, hard working marketing professional.

Sincerely,



Jim Falk  
President