



Amy Gabriel
Account Executive
WKBW-TV Channel 7
7 Broadcast Plaza
Buffalo, New York 14202-2699

Dear Amy:

To say that the *Marketeer Magazine* has been a tremendous success for BryLin Hospitals would be a gross understatement. The exposure we have realized has been more than we imagined. I am impressed with the enormous amount of air time you have devoted to bringing the *Marketeer* to the WKBW-TV audience. It has been very apparent that your commitment to this project has been extensive.

I know you'll say, "I told you so." and you are right. As you and I have worked together for so many years, I did have my doubts about this additional tie-in to a television campaign. The proof has been in the comments made to me by so many healthcare professionals in our community. The *Marketeer* has offered so much support to BryLin Hospitals already strong name recognition in the Western New York region.

I must comment on the professional product, too. The magazine is prepared with the client in mind and with total respect for my input. I appreciated the attention to our needs, the message we sought to produce and the terrific photography of the final product. It is truly a classy piece.

It is important to recognize a job well done and you were right on the mark with this recommendation. I felt it was important to acknowledge this great product, WKBW-TV's creativity and your keen sense of what is best for BryLin Hospitals.

Thank you very much for your continued support and confidence in BryLin Hospitals.

Cordially,

A handwritten signature in black ink, appearing to read "Tom", written over a white background.

Thomas P. McNulty
Vice President Corporate Development and Planning

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