



Jack Mohr  
KSTP-AM 1500  
3415 University Avenue  
St. Paul, MN 55114

Dear Jack:

I wanted to let you know what an excellent experience it has been working with KSTP-AM and *The Marketeer*. As you know, Minnesota BANKFIRST had never tried radio in a major market before, and our print promotion had been limited to single product advertising in local newspapers. You presented the KSTP/Marketeer program at a time when we wanted to branch into other media to build our bank's image and create name awareness.

What I appreciate most is that you let *The Marketeer* speak for itself; and now, two months after our article appeared in the magazine, I am even more convinced of its value. We have already gained 10 new money market accounts as a result of the program. More importantly, I can't go to a banking function without someone mentioning our article. A year ago, deposit growth was a challenge, but now I can only describe our growth as "unbelievable."

Thank you for your professionalism and for introducing us to KSTP-AM and *The Marketeer*.

Sincerely,

A handwritten signature in cursive script that reads "Jane K. Lockhart".

Jane K. Lockhart  
Vice President