

# SAPERSTON & DAY, P.C.

ATTORNEYS AT LAW

1100 M&T CENTER

THREE FOUNTAIN PLAZA

BUFFALO, NEW YORK 14203-1486

716-856-5400

FAX: 716-856-0139

**ROCHESTER OFFICE:**

800 FIRST FEDERAL PLAZA  
ROCHESTER, NY 14614-1999  
716-325-7570

FAX: 716-325-5458

**SYRACUSE OFFICE:**

360 SOUTH WARREN STREET  
SYRACUSE, NY 13202-2017  
315-422-5900

FAX: 315-422-6196

Douglas J. Bradley  
WKBW-TV  
7 Broadcast Plaza  
Buffalo, NY 14202-2699

Dear Doug:

This letter is in reference to Saperston & Day's involvement in The Marketeer business marketing program. In just the few short weeks since our campaign hit the market, we have received positive feedback from dozens of existing clients and prospective clients alike.

While initially our traditionally conservative law firm was skeptical regarding the use of television in our marketing efforts, Channel 7 produced a very simple, yet tasteful commercial that has helped position Saperston & Day as a leader in what has become a very crowded and competitive industry. The Marketeer article itself provided our firm with an exclusive venue in which to tell area business owners about our law firm's rich history, our nationally recognized areas of expertise, as well as our commitment to the Western New York community.

Additionally, from your initial presentation of The Marketeer program and attention to our many questions, to your execution of the final product, you made this a very easy and manageable project for our firm.

As Saperston & Day moves toward the millennium with improved advances in technology and services, in the Marketeer we have found an effective and innovative way to market our services to the business community. Simply put, The Marketeer and Channel 7 will help us continue our growth for the next 100 years.

Sincerely,

SAPERSTON & DAY, P.C.



Michael C. Blanchard  
Executive Director

MCB/jr

Library: buffdocs Doc #: 13714 v1