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MEMO

TO: Bill Thomas
Magic 96/ WMJJ.FM

FROM: Sheila L. Cousins
Spy Supply Inc.

Dear Bill:

I do not write letters of appreciation, although I often feel appreciative for the people who work with me in growing my company. I have very little time to stop for any reason, even to praise these people, and I confess to my negligence. However, in the case of Magic 96, and in particular Account Rep Suzanne Smith, I must take the time to tell you how I feel.

Heretofore, I have spent a lot of money and a lot of time in trying different advertising mediums. Suzanne has a different approach than most reps. She said, "If you want to get your products and services to the public, there is always a way to meet your budget." She not only *said* that, but she *did* that. She brought me several different levels of air time to choose from as well as many creative ideas for implementing them. She continues to work closely with me in the improvement of ads.

Being a person with more things to do than time to do them, I am impressed by Suzanne's taking the burden off my desk and putting it onto hers. She does time consuming things that I just am not able to do; and she does them very well. Suzanne has boundless energy, and she works on my account as seriously as she does any of her very large accounts. I have come to believe that she is as committed to the growth of my young company as am I.

In short, Suzanne is problem solving. She brings me research and is continually looking for ways in which to merge my products and services with those of complimentary companies, to the benefit of us all! In the course of our business relationship, our mutual values and objectives have resulted in our mutual friendship.

Suzanne is a believer in radio and Magic 96. Magic is the station to which I listened even before I met Suzanne Smith. I love the format, I love the selection of music and now I love how easy it is to work with Magic. I am also, now, a believer in Magic's ability to help me grow my company. Their innovative Marketeer is the best example of their creative marketing department. I can't tell you how many people have said to me, "Hey, I heard you on Magic 96", or "I read about you in the Marketeer".

Can't do better than that, huh?

Your Safety Is Our Business.