

Carvel[®]

at San Diego

April 4, 2006

To: George Durica
(Get 1 Free Marketing Consultant)
5776 Ruffin Rd
San Diego, Ca 92123

Subject: Letter of Endorsement

Dear George,

I wanted to take some time to tell you how great of a job Get 1 Free magazine has done for my ice cream business. Since I have started advertising with Get 1 Free in July of 2005, I have noted a higher and more consistent coupon redemption rate from your magazine than others that I have used in the past.

I believe the success of your magazine can be contributed to:

1. Unique sizing – compactness allows the customers to keep the magazine in their bag
2. Attractive Covers – vivid colors and people centered covers are more interesting
3. Crossword Puzzle – additional reason for customers to keep the magazine
4. Index Page – quick and easy way to find the ad

The support I have received from Get 1 Free Management, Marketing Consultant, and Graphics Department has been superior. You have made advertising with you a pleasure. Thank you again and I have no doubt your magazine will continue to grow and expand as business owners realize the effectiveness of your magazine with the above unique concepts.

Best Regards,


Richard Lim
Carvel Ice Cream