



January 31, 2007

Mr. Noah Taylor
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5776 Ruffin Road
San Diego, CA 92123

Noah,

I just wanted to take the time to let you know how fabulous you have been to work with. My client LA Weight Loss has been a challenging account and you have gone above and beyond the call of duty with suggestions and advice on what you think would work best for us. All of your help with the cover for January was very much appreciated. I was slammed with annual buys and you certainly took a load off of my mind by picking up the reins and taking charge of all the revisions that my client requested with both the cover and the inside ad. It was frustrating to me with all the last minute changes he wanted to make and you handled it all both professionally and effortlessly.

Also, your suggestion of the KALL8 service for my client was something that initially I hesitated to jump into but you walked me through it and took the time to talk directly with my client and give him all the information he needed to start using the system and he absolutely loves it! He was very pleased that you took the time to walk him through the procedure and gave him tips for telephone training for his employees at the centers to use. He commented that "Noah was going above the call of duty to help us".

With the addition of the new zones that you helped get us in this year I expect even bigger and better results for my client. Once again you made this an easy transition with all the outlines and zone coverage maps that you provided to me. The information was precise and exactly what my client needed to see which made it easy for me to get him to agree to.

Again, thank you for all of your help for LA Weight Loss. It has been a pleasure working with you and I look forward to continuing in 2007 and beyond.

Sincerely,

Cathy Galica
Senior Media Buyer