

PHAT hAIR

February 15, 2005

Dear Ivan,

I want to express my sincerest appreciation for giving me the opportunity to advertise in your publication. The results have been remarkable. Since starting my ad in September, I have tripled my new client base, hired an assistant and created a repeating clientele that I have always dreamed of. With your publication I have been able to market my services in areas I have never reached in the past. The professional appearance of your magazine targets just the type of people I want to have in my chair. The saying is true that you must spend money to make money. Every penny I've invested into your magazine has been money well spent! I look forward to continued success this next year. Thank you again for your help in building my business.

Best Regards,

Melinda Beck
Owner