

KEYSTONE BASEMENT SYSTEMS INC.

12320 LINCOLN HWY. NORTH HUNTINGDON PA. 15642 724-861-5232

January 24, 2006

Dave Withrow
Higher Images
510 Washington Ave.
Carnegie, PA 15106

RE: WEB TRACKING AND ANSWERING SERVICE

Dave,

I am writing this letter to you as a thank you to Bryan, yourself and all others that helped produce Keystone Basement Systems, Inc. web tracker and marketing campaign. I must say that it has been a great success so far and I now see the possibilities for such marketing. When the program first started, I was confident, but not convinced of this new style of advertising. Moreover, I was not convinced that I needed an answering service to receive calls when my office was not open. I was wrong. The two aspects have worked in concert to produce astounding results. Not only have my leads increased tremendously, but also I am the only person that they are calling. I must say that the campaign is a tremendous success.

In closing, I would like to express my gratitude vis-à-vis explaining the nuance of web based marketing. Your patience is greatly appreciated. Thank you.

Sincerely,

Aaron J. Stull
Owner/President
Keystone Basement Systems, Inc.
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724-861-5233 Fax