



Scott Taylor  
Account Executive  
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To Whom It May Concern:

We wanted to take this time to provide you with this letter to recap our thoughts from working with KOOL 94.5.

First, we would like to say that we appreciate the opportunity you gave us to be involved with the "Thank You for Serving" campaign, benefiting Phoenix-area veterans' organizations. We believe that the exposure from this campaign was far reaching and assisted in providing Morris, Hall and Kinghorn the immediate impact needed for launching our use of KOOL 94.5.

KOOL has been an instrumental tool in our firm's continued growth in the Phoenix community. From 2004 to 2005, we increased revenue by 32%, while only increasing our marketing expenditure by 13%. This strategy has resulted in a return on investment of 300%. We have attributed a great deal of this success to utilizing KOOL 94.5.

If you need anything from us, or if we can answer any questions, please don't hesitate to call.

Sincerely,

A handwritten signature in blue ink that reads "West Hunsaker". The signature is written in a cursive style.

West Hunsaker  
Chief Marketing Officer  
Morris, Hall and Kinghorn