



To Whom It May Concern:

We highly recommend working with Marketing Keys and Roger Keys. We have had a relationship with Roger since 2004.

We started working with Roger when he was our account rep. at WLS Radio. It was Direct Buy's first experience with radio and any mass advertising. Having a unique business model, it was very important for DirectBuy to come up with a media strategy that would convey the benefits of having a DirectBuy membership while also generating thousands of leads at a very low and efficient cost per lead. Roger studied our business and recommended WLS' Don Wade & Roma to become our spokespeople. The campaign was tremendously successful...so successful that DirectBuy corporate took the model that our Chicagoland group had created and used the same strategy across the country. The connection that Don & Roma and other like personalities have with their audience gives us a big head start when their listeners come to visit our showroom, as they are pre-sold on the DirectBuy concept. We give lots of credit to Roger for recommending that marketing approach that has now become a staple for DirectBuy.

When Roger left WLS in 2007, we quickly partnered up with him and his firm. Marketing Keys has been our primary partner for media strategy on the local level for planning, buying and creative. Since Marketing Keys' background and strength is in electronic media, we generally have been utilizing Roger's firm for our radio programs, personality endorsement programs and other unique opportunities. Roger has also helped each individual DirectBuy showroom with their own local advertising including print, cable and broadcast TV opportunities.

We have developed a tight relationship with Roger – both personally and professionally – and we consider him and his firm to be a partnership that you should seriously consider. It has definitely worked for us!

Sincerely,

A handwritten signature in blue ink, appearing to read "Jeremy Vest", is written over the word "Sincerely,".

Jeremy Vest

DirectBuy of DuPage County

Head of Chicagoland advertising