



*Owned and Operated By  
Jerry's Pro Shop, Inc.*

**THE SOURCE OF ALL GOOD THINGS IN HOCKEY<sup>SM</sup>**

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**CORPORATE MAIN OFFICE · RECEIVING · REPAIR DEPOT**

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April 10, 2015

To: Mr. Roger Keys  
President  
Marketing Keys  
150 N. Michigan Avenue 28<sup>th</sup> Floor  
Chicago, IL 60601

Dear Roger,

I just wanted to thank you for your superior work in managing Jerry's Hockey's social media sites. We have noticed a big difference in the engagement along with the quality of the content posted from when we were handling it in-house until your firm took over the responsibility. Also, it is nice that it is off my plate and I don't have to devote valuable time from my day to come up with content and strategies for our sites. I can now focus on the day to day Jerry's Hockey business and keep a closer eye on the needs and performance of our (6) Chicagoland stores.

We could not be happier with the quality of work from Maria. Her follow through and professionalism is excellent. She obviously is also well trained on this front, as she is pro-active and forthcoming with ideas and valuable insight. She has brought much needed consistency and continuity to our sites, as our followers' expectations are being met each and every day. Maria also keeps us updated regularly on the analytics end of it, as we now have a good idea on how our sites are progressing on a daily, weekly and monthly basis.

Thank you again for working with us and helping us on this important initiative! We look forward to continuing our partnership.

Sincerely,

Jay Kucera