



5/01/08

Brad Kent, President/CEO
SmartleadsUSA, LLC
3535 Alt 19
Palm Harbor, FL 34683

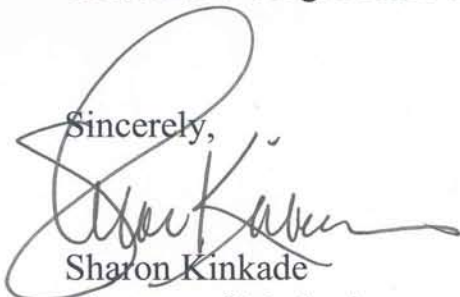
Dear Brad:

I can't say enough about the customer service provided by you and your team at SmartleadsUSA. Your company was very accommodating in regards to setting up a program for our franchisees and immediately addressing any issues that we had along the way.

We were faced with the challenge of dissimilar branding among over 600 locations throughout the USA. The program that you developed for our company allowed us the ability to quickly customize each version while staying within our current branding efforts. Our franchisees simply interfaced with the web portal you built for us, and entered specific information for their location. Your technology allowed us to execute a neighborhood marketing program with more than 600 unique versions and a quantity that was less than 500 pieces per location.

I would strongly recommend SmartleadsUSA as a vendor to those considering customized neighborhood direct mail programs for their system.

Sincerely,



Sharon Kinkade

Director of Marketing