



Brad Kent, CEO  
SmartleadsUSA, LLC  
2656 West Lake Rd.  
Palm Harbor, FL 34684

Dear Brad:

I want to take a brief moment to comment on the success of the New Neighbor mailers that you are sending out for our Dreyer's Ice Cream shop here in Oakland. I am pleased to tell you that after a year of being on your program, our typical redemption rate is 20% or more. Most importantly, we see these new neighbors coming in again and again shortly after their initial redemption. We are very pleased with your program to say the least.

Please feel free to share this letter with other's looking at your programs. I have referred you to many of the contacts that I have met over the years in my capacity as a board member of the California Restaurant Association as well as BLIMPIE International.

It's not often that one can find the quality that your company offers at such a great price. Your mail pieces have not only produced stellar response rates, but have also portrayed a fabulous full color, first class image of our company. Thanks Brad.

Sincerely,

Ray Villaman  
Proprietor

**Dreyer's Grand Ice Cream**  
**5925 College Avenue • Oakland, CA 94618**  
**(510) 654-6799**  
**[www.dreyers.com](http://www.dreyers.com)**