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October 17, 2011

Dear Michael,

I am writing this letter to express how pleased I am to work with Smith Business Solutions for our Inventory Disposal / Re-Merchandising Sale. We have now entered our last week of our six-week sale and I am more than satisfied with the results that we have achieved.

When we planned this sale I was skeptical of the proposed sales figures. With so much media coverage depicting a bleak outlook for our economy, I was uncertain that we would reach our target numbers. Nevertheless, your sales consultant Neil Barnes remained positive and upbeat each week. He kept the advertising costs within the planned budget cost and above all he demonstrated a professional manner throughout this entire sale. It now appears that we will end this sale with sale numbers that are three times higher than we normally would have achieved within the same time frame and without reducing our profit margin.

This is the second time I have used Smith Business Solution for a sale and I would highly recommend this company to any retailer that is looking to conduct a highly successful sales event.

Best Regards,

A handwritten signature in black ink that reads "B. Just". The signature is written in a cursive, flowing style.

Bernhard Just