



Serving Reno Nevada, Palm Springs California,  
Scranton Pennsylvania & Binghamton New York

September 7, 2007

Bonnie Longbotham  
Longbotham Strategic Marketing  
PO Box 441  
Dalton, PA 18414

Dear Bonnie:

It is hard to believe our journey together began more than a year ago. Time sure flies when you are having fun!

As one of larger franchises within the Jiffy Lube network (operating 40 stores in 4 states), the importance of a reliable, experienced, and well-rooted advertising agency is an essential strategy to our company's success in a marketplace. It was both your firm's reputation in Northeast PA, and your willingness to take on a new challenge, that allowed this partnership to begin. Your commitment to working alongside our store operators, and nurturing those relationships, has been one of the greatest assets to me throughout this process.

I am very pleased with the series of promotions we have produced during our time together, in particular, our *You Choose!* campaign. Your team did a wonderful job with taking our ideas and generating an exciting visual concept that was then delivered through several media outlets - albeit during hectic times of the holiday season! The patience you consistently demonstrated during our all too often "fire drill approach" is a testament to both your professionalism and genuine care for your clients.

Thank you again Bonnie, for all your hard work and dedication to strengthening the Jiffy Lube brand. Your contagious spirit and indisputable love for what you do will bring your organization continued success and growth for many years to come. Congratulations on your 20<sup>th</sup> anniversary. Keep up the fantastic work!

Best Regards,

*Adam Carlsen*

Adam Carlsen  
Marketing Manager