

April 21, 2010

Mr. John R. Rivenbark
Rivenbark Media. LLC
420 Azalea St.
Fairhope, AL 36532

Dear John:

We wanted to take some time to thank you for the fine work you did for us in redesigning our Internet presence. We could not be more pleased with the result.

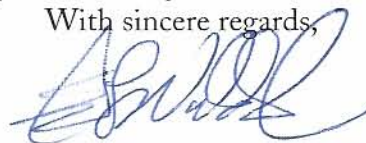
As I am sure you know the Internet is still a wild and wooly place. It is filled with erstwhile experts, cut-rate cookie cutter template pushers and fly-by-night operators. We have had to weed through online operations with no fixed address and no human contact, itinerant college IT undergrads, and flighty art students looking to make an extra buck. What a pleasure it has been working with a real professional.

Your work ethic is not only above reproach, but extremely rare in the industry. We were pleasantly surprised at your proactive approach and gentle urgings to produce content and stay on schedule—rather than the other way 'round. Sometimes we thought you had a greater interest in this project than we did.

We are justly proud that our collaboration has resulted in a site for which we have received many compliments from clients and friends.

Please use this letter as our unequivocal recommendation of your services. We further hope that this will be just the beginning of a long and mutually beneficial relationship.

With sincere regards,



Edward L. Waldorph
Business Manager,
Luke Edward & Company