



LLC

500 East Oak Street Boscobel, WI 53805
608-375-5171 Fax 608-375-5179

To Whom It May Concern;

In February, 2006, we purchased an LED sign from American Signs & Designs. We have owned this restaurant for 32 years, and buying the sign has been one of the best advertising decisions we have made. It allows us tremendous flexibility; with the click of a computer mouse we can change the ads as to the time of day, the weather, what items we'd like to promote, etc. Roddy, from American Signs & Designs, is very talented and artistic. He has created so many great ads for our sign, and has never charged us anything for a single one, even when I have begged to be allowed to pay him. He is able to make the ads from his computer, and e-mails them to me. The program he installed on my computer allows me to upload the ad files completely, store them on my computer, and send them out to my sign any time I'd like. In addition to ads featuring our food items, we have had several "community service" ads on our sign. For instance, when we have young athletes from our school do exceptionally well, Roddy has scanned their photos, sometimes a whole team at a time, and we have been able to show them on our sign, along with congratulatory messages. That has been a lot of fun, and we believe it has created a great deal of goodwill in our town.

We are completely satisfied customers of Roddy Dull, at American Signs & Designs, and are able to highly recommend him if you are considering the purchase of a new sign for your business.

Sincerely,

A handwritten signature in cursive script that reads "Lorie Kreul". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Lorie Kreul