



February 6, 2008

To Whom It May Concern:

Patriots Landing has been advertising on Comcast Cable for over a year and we have truly realized a great benefit. Our new leads increased immediately our spots began running and we regularly realize move-ins from this lead source. Kevin Thomas and the creative crew from Comcast did a top-notch job of creating a great campaign that hit all the key points we wanted to make to potential residents and their family members. I am continually impressed with their professionalism and creativity.

Kevin has continued to monitor our results and makes recommendations about where to most effectively show our ads in order to reach the market we want. While cutting back on our print advertising, we continue to utilize this cable medium for strong name recognition and lead generating results.

It is with great pleasure that I recommend Comcast Cable, and Kevin Thomas, to any business in the Puget Sound area wishing to build their business.

Sincerely,

Fay Taylor
Director of Community Relations
Patriots Landing Retirement Community
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