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To Whom It May Concern:

Before joining Focus Brands three years ago as Director of International Marketing, I had the pleasure of working with PriMedia while serving as Regional Marketing Director for Blimpie International. PriMedia accomplished some amazing things for me at Blimpie.

As an example, since the company was founded back in the early 60's, Blimpie had never been able to afford to be on TV in its home market, the New York City metro area. Through some innovative zoned cable buys utilizing a number of cable companies, PriMedia got us on TV for the first time and it was very successful in increasing sales and awareness.

At Focus Brands my challenge was to increase sales for our Carvel units in Puerto Rico where once again, the conventional wisdom was that we couldn't afford an effective TV campaign. I called on PriMedia. Not only were they able to get us on TV with schedules that well surpassed the reach and frequency numbers we were looking for, but their negotiation skills saved us so much money that we were able to get on air on a regular basis. The net result is that our comparable store sales have increased 25 to 30% since PriMedia got involved.

When faced with launching our Cinnabon Brand in the UK, PriMedia put together an innovative, targeted, and affordable launch program for that country. But why stop there? They are now working to get us on TV in the Middle East for the first time ever. So as you can see, their expertise is not limited to the US.

And besides their technical skills, they provide excellent customer service, fast turnarounds, and are a group of people that I not only respect but enjoy working with. They always rise to the challenge no matter what it is. I would recommend them to any company that not only wants the best media planning and buys, but the most affordable prices, and a desire to increase their sales and profits.

Sincerely,

Greg Zearfoss

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