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To Whom It May Concern:

As Western Region Marketing Director for Blimpie International, I have had the pleasure of working closely with PriMedia for the past three years.

I have found them to be responsive and effective. They have flown, driven, and ridden trains to get to last minute meetings, have joined in on conference calls on a moment's notice, put together media plans on tight deadlines, and generally went beyond the call of duty in their service to Blimpie.

We threw a number of media challenges at PriMedia. They overcame all of them with flying colors. Their electronic media buying capabilities are second to none. But their expertise goes much deeper. In markets in which we were under penetrated, and consequently under budgeted, the agency was able to come up with effective print programs. In upstate New York, for instance, prior to PriMedia's involvement, the entire yearly regional budget was spent on approximately six weeks worth of radio. Using the same budget, PriMedia put together a plan that allowed us to have major four-color print exposure during every month of the year.

PriMedia consistently over-delivered on target GRP's, reach and frequency on every buy they made for us. They routinely negotiated 20 to 30% savings off station and publication rates, dramatically lowering cost per point (CPP's) plus adding another 20 to 30% in value-added exposure on every buy they made for us, in numerous markets, nationwide.

For a number of years we had faced a major challenge in the Northeast. We have a number of stores in New Jersey and Long Island surrounding New York City. The New York City stores are owned by a separate Blimpie entity that has different products and philosophies than ours. We needed to advertise in Long Island and New Jersey, but our message could not reach into the city.

Through extensive research, PriMedia was able to buy cable TV in specifically targeted zones, using several different cable providers in areas surrounding, but not including, New York City. During the first three-week flight, the New Jersey market experienced the biggest year-to-year sales increase in the company. In fact, the markets that the agency handled consistently topped the rest of the country in sales.

I have found everyone at PriMedia, from the chairman on down, to be accessible and willing to do what it takes for their clients to be successful. I have been in the marketing and advertising business for a number of years, and they are the best I've seen at getting the most out of whatever media dollars are available.

Ed Valenti and Jim Cooney have earned a tremendous amount of respect in the industry and they take personal interest in making sure their clients are provided with superior service.

I wholeheartedly recommend PriMedia to any company seeking marketing and media expertise, and that is interested in increasing its business.

Sincerely,

A handwritten signature in black ink that reads "Greg Zearfoss".

Greg Zearfoss
Western Region Marketing Director