



August 28, 1996

Ms. Jennifer Bell  
PriMedia, Inc.  
1775 Bald Hill Road  
Warwick RI 02886

Dear Jennifer,

I would like to take this opportunity to tell you what a pleasure it has been working with you and the staff at PriMedia.

Having been an Advertising Manager for the past 12 years, I have worked with many advertising agencies and outside services. During that time, I have found PriMedia to be one of the most professional that I have encountered.

Your hard work and aggressive style, along with your attention to detail produced excellent results for Dairy Mart. Each schedule placed resulted in bonus spots and added value promotions that really created awareness. PriMedia made a difference in the impact of Dairy Mart's advertising in our 20+ markets.

In addition, I would like to say that your staff has been wonderful to work with. All of the buyers gave me their full attention and were always quick to respond to my requests. They certainly know how to negotiate and get results!

Jennifer, I just want to say thank you for a job well done.

Regards,



Mary Ann Stebbins

DAIRY MART CONVENIENCE STORES, INC.  
Manager, Advertising & Sales Promotions