



April 30, 2000

To Whom it May Concern;

PriMedia has been our agency of record for approximately 5 years. During this time their professionalism and knowledge of the industry has helped us improve our market share and company awareness in the six New England states.

PriMedia continues to excel with it's knowledge of marketing and media buying and we are constantly amazed with the quality decisions and recommendations that are made on our behalf. Our buying power has continued to grow, year after year, allowing more opportunities in the media.

I have always had a measure of personal pride with the relationship we have enjoyed with PriMedia. Barry, Ed, Jim and Kim are industry leaders, innovators and legends. RE/MAX of New England has always strived to work with the best, however, when working with PriMedia we believe we are working with an even higher level of excellence. They have made us heroes to our affiliates.

I would have no hesitation in recommending PriMedia to any firm. If you do not use them, you are losing opportunity and money. Please do not hesitate to contact me directly @ 508 655-9400.

Sincerely,

RE/MAX of New England

William E. Soteroff
Executive Vice President

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