



# TOWN FAIR TIRE CENTERS, INC.

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To Whom It May Concern:

As Marketing Director and Vice President of Marketing for Town Fair Tire for well over 20 years, I have had the pleasure of working with Ed, Jim, Rick, Candice and the many other fine folks at PriMedia since 1999 (13 years) and would recommend both their professional services and their personal attributes to anyone, without hesitation. In fact, when I first started working with PriMedia, we had just 36 stores located in 3 states, and today we have 85 stores (more than double the number) in 5 states!

From the very first day that I met with PriMedia they promised to save us money and stretch it as far as possible by "spending it like it was their own" and that is exactly what they have done. Not only have they consistently delivered on their promise...with DOCUMENTED savings averaging 28% per year over the 13 years we have worked together, and hundreds of thousands of dollars in value added exposure at no additional cost, they have also helped launch new stores in new markets and states where we were virtually unknown and faced very stiff competition. In all cases, with PriMedia's help, even in a top 10 and very expensive market like Boston, these new stores were up, running, profitable...and experiencing tremendous growth...within a few short months...and I am very happy to say that we have not had to look back since.

In my professional opinion, the ownership and staff at PriMedia is unsurpassed in their dedication and ability to truly care about their client's needs. For example, they recently negotiated a major entitlement/ naming rights sponsorship package with New Hampshire Motor Speedway (for the Town Fair Tire 100) that is simply unparalleled in the industry in terms of local, regional and national media, advertising and Public Relations exposure for the dollar. But they didn't stop there. Jim and Rick actually came up to support AND PHOTOGRAPH our efforts at the event over a two day period...without compensation. Similarly, they help us support our charity auctions and golf tournament fundraisers, year after year, at a level that is truly amazing.

It is that combination of both talent and commitment that, from a client perspective, is almost impossible to find anymore, which is why I consider them to be such a valuable resource both personally, as trusted friends, and professionally, as the best media strategists and buyers in New England!

PriMedia understands both media and the markets they are working in better than anyone I have ever worked with before. I feel that Town Fair Tire could not have experienced the rapid growth we have had over the last 13 years without their help...and I recommend them to you highly.

Yours Truly,

A handwritten signature in cursive script that reads "Jim Uliano".

Jim Uliano  
Vice President of Marketing