



September 13, 2006

Mr. Mike Coons
Account Executive
Mobile Vision Marketing
13101 Washington Blvd.
Suite 424
Los Angeles, CA 90066

Dear Mike,

I'm writing on behalf of the entire team at *100.3 The Beat* to express our sincere appreciation for the way your company greatly helped our station promote the launch of *The Tom Joyner Morning Show*.

We were thrilled when you rose to the occasion and wrapped a gas tanker (rather than the traditional truck trailer) for us in under one week. The tanker looked perfect and arrived at our first gas giveaway location on time and ready to go. Plus, having you there on location with us meant a lot and we appreciate that you really went the extra mile.

Thank you also for helping me save time by suggesting ideal routes to send the truck on after each promotional stop. The feedback we received demonstrated that listeners were in fact tuning in throughout the day, seeing the trucks and pursuing the opportunity to get free gas.

As a Marketing Director, it is important for me to know that I can count on you and the entire Mobile Vision Marketing team for support and help with last minute requests. As you know, we are already planning another dedicated truck campaign because the tankers were such a hit with our audience.

Thank you again for your creativity and dedication. I look forward to working with you again soon.

Best Regards,

Leonard McGee
Marketing Director
Radio One, KKBT
100.3 The Beat