

November 5, 2003

Dear Jim,

I want to express my gratitude for your help in selling my business. Prior to making the decision to list, I was leery about any broker's capability to surface qualified buyers who would pay a fair price, without word getting out on the street that my business was for sale. Quite frankly, your performance, and the performance of the other professionals, far exceeded my expectations.

I was amazed with how smoothly the entire process moved along – from your initial no charge valuation (which ended up within \$100,000 of my accountant's \$2,500,000 valuation) to the handling and coordination of "to-do" items right up until closing.

I was especially pleased with the quality of the marketing package you prepared and the prescreening of buyers. I always felt I was meeting with buyers who were well informed of the many aspects of my company, who asked intelligent questions, who seemed capable of successfully running a business, and who seemed financially qualified to make the acquisition.

You told me you could sell the business at a satisfactory price and within three months we had the offer that was eventually successfully negotiated and closed. Your performance in the negotiating phase was impressive. I knew what I felt I had to have to make this deal happen and you were able to communicate my needs to the buyer and defend my negotiating posture. Your help and patience as an intermediary was invaluable, as we did much better than I ever anticipated in the negotiations.

Your helpful advice and coordination during the due diligence stage sure saved me a lot of headaches. I still can't believe we pulled off the sale while maintaining confidentiality until the last moments! Through the due diligence process, Mike and I developed a strong relationship and I'm already providing training as he runs the business on a daily basis. Our transition with the employees has gone very smoothly, and I am quite sure Mike will be very successful and take the company to the level he desires to achieve.

On top of all that, you guys were instrumental in helping the buyer find financing. With so many banks calling for my participation in providing owner financing, I am grateful that you provided Mike with the introduction to your banking contacts. I really wanted to avoid providing any owner financing and was able to do so only as a result of your persistence in the financing stage.

Thanks for a job very well done. As a result of your professionalism in all aspects, I would highly recommend your services. Feel free to provide a copy of this letter to anyone who is considering selling their business.

Sincerely,



Bill Lester

Former President of ASI Sign Systems