

RESULTS!



JUST BEDS

3120 Montvale Dr, Springfield, IL 62704, Phone: (217)-698-6179, Fax: (217)-698-6180
948 West Morton Ave, Jacksonville, IL 62650, Phone: (217) 243-5964, Fax: (217) 243-7970



Thursday, Feb 7th 2008

To whom it may concern,

Hey, it's Steve and Jerry from Just Beds taking a moment to say that in our delivery of a good night sleep to the people of Central IL, we understand that people don't think about buying mattresses on a daily basis. When that time comes we want to be the business they think of first and feel best about.

We advertise pretty aggressively with TV, Print, and Radio. Radio is a consistent part of our campaign. We took the suggestion of our Mid-West Family Broadcasting Marketing Executive and focused in on Alice @ 97.7 Fm for 12 months in 2007. This year we even added Lite Rock 99 WNNS to that campaign. Radio is an important part of how we reach new people in the market and has had a great return for what we put into it. It helps us deliver our message to our target consumer. It lets us talk to new people every day.

We use vendor co-op in our radio commercials so we roll out a new commercial each month of the year. We appreciate that Jeremy from Mid-West Family Broadcasting takes care of his business by staying ahead of those changes for us, which allows us to take care of our business of delivering a good night sleep to Central IL.

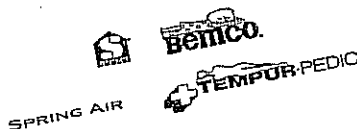
So in short, if you need a good night sleep, come see us at Just Beds and we'll take care of you. If you need a marketing plan that makes sense for your business, then listen to the person that handed you this letter, because Mid-West Family Broadcasting can make that difference. It has for us, for more than 7 years now.

Sincerely,

Steve

&

Jerry



**Mid-West Family
Broadcasting**
WMAY/WNNS/WQLZ/WLCE

PO Box 460
Springfield, IL 62705
217-629-7077