

RESULTS!



July 25, 2007

Fiona Irvin
Mid-West Family Broadcasting
P. O. Box 460
Springfield, IL 62705

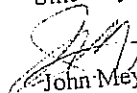
Dear Fiona:

I have been very remiss in writing this letter and it is long overdue. First, I wanted to thank you for the excellent job you have done in helping State Street Mortgage & Loan Co. achieve our business success. Unlike many advertising reps who have walked through the doors here your approach was very different. Your initial meeting with me was not one of what can I sell you but let's take a serious look at how we can promote your business. Then I was really shocked at the next meeting when you laid out the return you expected us to achieve in our advertising campaign. The crowning glory would have to be the decision we achieved together when we decided to embark upon our branding campaign. Since partnering with Midwest Family and Fiona Irvin we have seen growth of over 40% in a down mortgage market and I believe we have become the dominant force in the mortgage market.

Without any reservation I would highly recommend you to anyone considering a radio ad campaign, but with one reservation be prepared to listen to innovative ideas and trust a true professional who loves her work.

If you wish to contact about Fiona or my relationship with Mid-West Family Broadcasting please do not hesitate to do so.

Sincerely,


John Meyer
President

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