

July, 7, 2009

Dear Mr. Oliphant,

I has come to my attention that one your local Chamber and one of our customers contacted your Station regarding the agreement that they have signed with us.

I have read the story and it fails to mention or reference the actual signed contract. This contract was signed by Chris Caswell on 2-13-09. Their ad began in April as contracted and is currently being distributed and will be through March 2010.

It is industry standard that all magazines and publications distributed in Grocery chains nationwide are done through a distributor which holds the actual contract with the Markets. Our contract is one page and takes about 2 minutes to read. Nothing is hidden. We then have a contract with the Distributor. It is this reason that the contract states if the distribution point closes or becomes unavailable we will move the location to the nearest available distribution point. In this case that location is a mere 3.19 miles away. As to his claims about it being outside his delivery area, we do not know what his delivery area is since he has never communicated that to us and it is not disclosed in the ad. Also there are other advertisers in the book so we can't accommodate everyone. We therefore move the location to the nearest available to the original distribution point that becomes unavailable.

It seems that after this customer received a switch letter per the terms of the contract that they then went on a Wich Hunt after our company. All the while defaulting on the agreement in several ways. They have not paid the balance owed on the contract as well as not contacting us directly but rather through the Market and through the local Chamber of Commerce. But no one contacted us. We have never been contacted by phone or in writing from the Customer, the Chamber, or your Station.

We were shocked to hear from another customer that this story had been run and was available on the internet.

We will be moving forward to address the Chamber and our former Distributor as to their false claims.

We have been in business for more than 20 years. We have helped tens of thousands of small businesses over the years to reach the public through advertising in our publication.

We have a good rating with the better business bureau. It states that they would expect nothing less than a satisfactory business transaction. That was not noted in your story.

We regret that any of our customers are unhappy and always help each customer individually as to their needs and concerns. But creating the illusion that they did not sign and agreement and that we are in default is unacceptable.

Please feel free to contact me directly if you have additional questions or concerns.

Thank You,

Stephanie Sabatini
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