



Mr. Peter Martin
C/O Cactus Sky Communications
5454 Lena Road
Suite 104
Bradenton, FL 34211

August 18, 2011

Sent VIA US Mail & email (peter@CactusSkyemail.com)

Dear Peter,

I wanted to formally thank you, John Sokol, and your entire team of professionals for a wonderful start to our relationship. Our first campaign was a huge success resulting in over \$40,000 in additional sales on two of our websites, www.DinnerwareDepot.com and www.DinnerwareUSA.com. It is also the main reason we have you working on two more of our sites, www.WaechtersbachWarehouse.com and www.HolidayDinnerwareDepot.com!

I have to admit I was a bit skeptical when it came to outsourcing our "email marketing", I was always of the belief we could do it ourselves...I guess you learn something new every day! As a result of the success of this initial campaign I'm convinced of this, our customers were probably not getting our email communications when we were doing it ourselves! Which was supported by the fact that you discovered 16 known "SPAM traps/Honey pots" residing in our email database. To say the least I was shocked to learn this, and I am now relieved to know our email marketing is in you and your team's capable hands.

So, once again, thank you and I look forward to a long and prosperous relationship!

Sincerely,

Scott

J. Scott Fulton
President/CEO