



M I D T O W N
Main-McGowen-Travis

2520 Main Street ■ Houston, Texas 77002 ■ Telephone 713.874.0900 ■ Fax 713.874.0982

January 4, 2012

To Whom It May Concern,

I am writing this reference letter within minutes of receiving news of achieving the #1 Cadillac dealer award for the Houston, TX market for all of 2011. We made many changes in our philosophies in 2011, one of which was how we implemented email to our marketing plan.

Cactus Sky Marketing, and especially Peter Martin, made an enormous impact on our success in 2011. Email blasts were something very new to us and Peter Martin and his staff took the time to explain how their whole process works. More importantly, we were updated with constant reporting informing us of the success of each email blast. With each email blast, traffic to our website and leads into our CRM were instantaneous!

I would recommend any company wishing to expand their presence in their respective marketplace to contact Cactus Sky Marketing to realize the potential email blasts can provide them. My hat is off to Peter Martin and his staff for taking the time to nurture our account and diligently work towards finding new ways to find new potential clients for us.

Peter, thank you again for your support and assistance in making us #1 in Houston!

Regards,

Greg Brown

Internet Director

Stewart Cadillac