



April 3, 2008

To whom it may concern.

Classic Communications has been our PR agency for two years. In that time we have seen exceptional results in our regional and national media exposure. Ron and his team do a great job of working with me and the rest of my marketing team to keep our name in front of homebuyers and potential builders.

Classic does a very good job of planning and staying ahead of our efforts to search out new media outlets and vehicles to help get our message out. His team is excellent at research and finding the niche publications where new leads and sales are generated. He takes the extra step to call the editors of target media and build a relationship. This makes it easy for the editors to use our story and leads to features that we might not get without this extra effort.

On top of the solid work, Ron is also superior in service. I will never forget the time when my boss called me on a Friday afternoon in June of 2007 and said, "Hey, we are sending a convoy of 24 trucks from our Iowa plant to Texas for a large military project on Monday and I want you to make a big media deal out of it." After I got off the floor I called Ron and he handled it. He wrote the release, contacted the major media by fax, phone and email, arranged for a video crew and we all drove in his truck to Iowa on Sunday to cover the event. The media coverage was excellent with dozens of newspapers and TV stations picking up the story. Exceptional service is standard operating procedure for Classic.

I would highly recommend Classic Communications.

Sincerely,

Mike Donley
Marketing Manager
All American Homes, LLC
260-724-9171