



# East End Gas & Foodmart

815 Blankenbaker Pkwy.  
Louisville, KY 40243

Ph: (502) 253-9595  
Fax: (502) 253-9588

April 26, 2005

Gary Polsgrove, President  
Sky Sign  
432 State Street  
New Albany, IN 47150

Dear Gary,

I wanted to let you know what tremendous feedback I received from the Sky Sign mobile electronic message center that you placed at my Marathon Oil station on Sunday, April 24, 2005. As a direct result of your sign's high-profile visibility and effectiveness, I enjoyed one of the busiest days I can remember. Your sign increased sales at my store location 4 times the normal amount! We has so many customers my store manager was busy directing traffic into the parking lot! By the end of the day, I ran out of gasoline to sell. These are just a couple of examples of how incredible the day was on Sunday, which is typically our slowest day of the week.

Having experienced first hand the powerful results your LED message centers generate, I would like to discuss replacing my existing signage with a stationary electronic message center. Without reservation, I would highly recommend this mode of advertising for any retail business. Please contact me at your earliest convenience so we can discuss permanent signage at the Blankenbaker Parkway location. Again, thank you very much.

Sincerely,

*Simpreet Inc.*  
*815 Blankenbaker Pkwy*  
*Louisville, KY 40243*