



May 3, 2005

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

Dear Gary,

Thank you SKY SIGN for the unbelievable advertising! Your mobile electronic message center that I rented for my SportClips store on April 30th through May 2nd, proved to exceed my wildest expectations. I recommend this type of advertising to every business that wants to be successful. It was absolutely amazing to watch store traffic and revenues increase. The previous weekend, yard signs were strategically placed on both sides of Dixie Highway to drive consumers to my location. Below is a comparison of yard sign advertising and the Sky Sign Mobile message center:

Saturday, 4/23/05, total of **25 haircuts** – Yard Sign advertising
Saturday, 4/30/05, total of **82 haircuts** – SKY SIGN advertising
RESULTED IN 228% INCREASE IN BUSINESS!!

Sunday, 4/24/05, total of **20 haircuts** – Yard Sign advertising
Sunday, 5/1/05, total of **45 haircuts** – SKY SIGN advertising
RESULTED IN 125% INCREASE IN BUSINESS!!

Monday, 4/25/05, total of **18 haircuts** – Yard Sign advertising
Monday, 5/2/05, total of **42 haircuts** – SKY SIGN advertising
RESULTED IN 134% INCREASE IN BUSINESS!!

Using Sky Sign's Mobile message unit resulted in average sales increases of **162%** for the three-day period. Obviously, the bright, full color display attracted a lot of attention. All I can say is WOW! I would be surprised if your phone is not ringing off the hook since there were many individuals who inquired within my store of how they too could rent the electronic messaging sign. However, before they can beat me to it, I would again like to rent the Sky Sign Mobile unit as soon as it is available. Gary thanks again for putting more money than I expected into my pocket!

Sincerely,
Jerry Benware, Owner
SportClips KY-102