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July 25, 2005

Mr. Jesse Gersenson
130 Clayridge Road
Pottsville, PA 18942

Dear Jesse:

We would like to commend you on the fine search engine results you have achieved with our Store Sense ecommerce site: bayoufitness.com.

Our site is ranked in the top 5 for central category and individual product terms in all of the major search engines, and in the top ten [for many of our secondary terms].

The tracking code you suggested and later installed has allowed us to easily monitor our pay per click (PPC) conversion data and to more intelligently adjust our PPC spending.

Your work with our web designer in maintaining the site's search engine performance through numerous visual changes has been exemplary; and you have demonstrated good judgment in advising us to redesign our second site, total-trainer.com in order to improve its conversion numbers.

We are very pleased with the work you have done for our company and give you our full endorsement.

With best regards, I remain

Cordially yours,

A handwritten signature in blue ink that reads 'Jim Berridge'. The signature is fluid and cursive.

Jim Berridge
Bayou Fitness Products