



[WWW.TROPICALSMOOTHIE.COM](http://WWW.TROPICALSMOOTHIE.COM)

Monday, June 23, 2008

To whom this may concern,

Tropical Smoothie cafe has been advertising with KMXB since April 2001. I have found an instant response from our commercials and from the radio remotes they offer. I have found that from the radio remotes I have customers come in the following weeks saying "I heard you on the radio"

By having our commercials running constantly for 5 years, radio remotes and the Bite of Vegas, I can say that nearly most of customer base and our brand awareness are attributed to radio and the rest is word of mouth.

Our sales have increased by 33% and as much as 73% in our top location. We are committed to radio advertising due to this and the care of our account representative Mike Jensen who has always taken very good care of us.

We now advertise on all CBS stations , Jack, Mix , KLUC and Extreme

Sincerely,

A handwritten signature in black ink that reads "Dina Mitchell".

Area Developer  
Nevada, Los Angeles and Ventura

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