



**Newmarket Tire N Mag**  
450 Mulock Drive, Unit 2  
Newmarket, Ontario  
L3Y 9B8  
905 836 6363

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August 7<sup>th</sup>, 2005

Attention: Rob Dynes

Thank you for introducing us to your advertising tool, the PAC-Barrier. I have tried many forms of advertising, including a very large sign at the front of my shop, various forms of printed media, and radio advertising. None have worked as well or had as much feedback as your product. Every day the PAC Barrier is deployed I get many compliments from customers, some of who have never been to my shop before and had no idea we were located here (including missing the very large sign at the front of the shop!). Since a lot of my customers are also small to medium sized business owners, many of them have inquired where they can receive more information on where to purchase one.

Recently, I had sponsored a car for a local car show, and also received many positive compliments about the PAC Barrier (I had used it to section the car off from onlookers and promote my business at the same time). I am finding new ways to use your product every day, and would recommend it above all else as an effective marketing tool.

I truly appreciate all you've done for us at Newmarket Tire 'n' Mag. I know you'll have great success with this product.

Sincerely,

Jim Lake  
Owner  
Newmarket Tire 'n' Mag