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NextMedia Outdoor, Inc.
P.O.Box 3087
Myrtle Beach, SC 29577



Subject: Let's Hear it for BEAUTIFUL CREATIVE

To Whom it may concern,

Once again I'd like the opportunity to thank the media of billboards in the North Myrtle market. I was having dinner with a client and through the discussion the father reminded me "that's how it all got started, I saw your (Play Together) board out on the highway 9. Now he had contacted me last fall during the Play Together campaign and to be honest I was most discouraged. Now 5 months later the client has purchased nearly 2 million dollars on estate and has sent referrals.

My hats off to Tina and your staff and best part babies WILL get a new pair of shoes.

Sincerely
Jim Hedrick

