

June 30, 2008

Mr. Ron Sturgeon
MrMissionPossible
594 Eden
Haltom, TX 76117

Dear Ron,

We wanted to pass on a quick letter to you in appreciation of your business. As we are both extremely busy individuals, I will keep my note short and to the point.

I wanted to pass on that after reviewing many the press releases you have submitted to our site, that your press releases continue to receive well above average viewings.

It is evident that this would be due to the carefully crafted marketing style you use when writing your releases and inclusion of high quality images, keywords and key phrases.

As a search engine optimization expert, I can testify the way you leverage keywords and key phrases is bang on. Your titles, again are attention getters (which also probably explains the higher than normal views).

In closing I would have to say you have one heck of an ability to use press releases in printed and electronic format to leverage keywords, build traffic for your different web sites, and generate publicity which is definitely the backbone of any business growth!

Keep up the fantastic work! We love reading your press releases!

Warmest regards,

Michael Iwasaki
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