

Michael G Walton.

The Toastmaster for all Occasions.

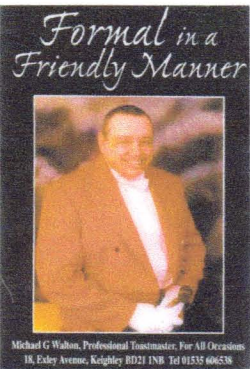
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Dear Ian,

As you now know I have just renewed my membership with Yellow Tom for the 3<sup>rd</sup> time (2<sup>nd</sup> with yourself) and felt it appropriate to offer a testimonial to your services.

Whilst there were some minor concerns in the early stages, these were resolved swiftly. Furthermore, since my commencement with Yellow Tom I have had no problems with its performance on the search engines.

Yellow Tom is the only way I advertise my business so I do know where my results are coming from in addition to the results you demonstrate & the visual positioning on the search engines. (I also use the Yellow Tom Ad & web-site as specific sales tools to assist the presentation of my business to people interested in my services). I have previously paid in excess of £500 for a meagre sized entry to a glossy brochure, (without result) so the value a Yellow Tom ad brings makes total sense.

Also, I particularly like the e-mail a friend referral system, which is very important in my business.

Regarding your support, whenever I have requested amendments & updates these have been carried out promptly with willingness & courtesy. I was also impressed with how keen you are as an individual to make my business work & to advise / assist on areas of improvement.

The coupon has been the only area of disappointment to me as I thought this would have generated more interest. I did not appreciate either that I could change this often & free of charge. Your ideas for areas of change in this regard have been most welcome. Let's see how this aspect performs this year.

I will be happy to refer & recommend you & Yellow Tom to friends & colleagues,

Thanks again

Yours Sincerely,

Michael G Walton. F L C T C . M B C T.

Professional Toastmaster.

Keighley Town Crier

Bellman to The Parish of St Michaels & All Angles Haworth

27<sup>th</sup> August 2009