



**Golden West** ADVERTISING INC.

ELECTRICAL SIGNAGE SINCE 1946 114 east 37th Street / Boise, Idaho 83714

August 3, 2004

Larry Quiel  
Quiel Brothers  
272 South I St.  
San Bernardino, CA 92410

Dear Mr. Quiel,

Thank you for the pleasure of working with such a professional sign installation company. As we too often find in the industry, a subcontractor can be hit or miss. Our experiences with your company were nothing but positive.

Starting at estimating, your response time was excellent, allowing us to present a cost to the customer in a timely manor and move on with the job.

As far as the actual installation, no news is good news. John Morton, who handles the Kiddie Kandids account has not heard any complaints from the customer, and as we have learned, the complaints come a lot more readily than the thanks in business.

Again Larry, it was a pleasure working with your company. We would not hesitate to utilize your services in the future. We would also offer our services if you would require any assistance in the southern Idaho region.

Yours Sincerely,

Bret Fiend  
Estimator