



September 7, 2011

To Whom it may concern,

It is our pleasure to recommend Jim Etherington as a business partner in the ongoing effort to attract new customers. We have worked with Jim for quite a few years, most recently with Buy Local Concord. Jim has always delivered what was promised and then some. His ideas are fresh and he returns our support of his program with support for our business by remembering us when he is doing a special promotion which drives additional footsteps to our business.

Business relationships are an important part of our success and I am sure our relationship with Jim will continue to grow as his ideas become realities in the marketplace.

In closing I live by the motto that we as individuals should shop local to better support, and in turn improve the communities in which we live, so I am a great supporter of Jim's efforts to educate the community and entice would be shoppers to stay local!

Sincerely,

Bill Wygal,

Owner, Bill's Ace Hardware

www.AceHardwareStoresConcord.com



Date: Wednesday, September 7, 2011

Subject: Jim Etherington - BuyLocalByCity

To Whom It May Concern:

This letter is to show our support for Jim Etherington and his BuyLocalByCity System. We have been using the system for all of this year and have found it to be one of the best values of our dollars spent. We've gone thru practically every avenue of advertising from radio to magazines as well as numerous online systems and truly for driving traffic to our door BuyLocalByCity has been one of the most effective. It helped establish us on the internet so that we are the ones that come up when looking for things to do in Concord and we know they are driving business as we have a stack of dollar off certificates that come from BuyLocalByCity!

Jim has also been very proactive in bringing new technologies such as alarm monitoring, phone apps, video, etc. I highly recommend Jim and his services and I'm looking forward to what new things he can add to the BuyConcord's system.

Sincerely

A handwritten signature in black ink that reads "Daryn Coleman". The signature is written in a cursive, flowing style.

Daryn Coleman

Owner - Ghost Golf, LLC

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