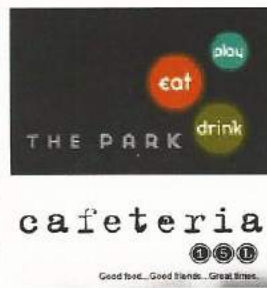


March 9, 2012



Firestone Public House
16TH & L STREETS | SACRAMENTO.CA

Mr. Mike Rogers
CREATIVE MEDIA PARTNERS
3550 Watt Avenue Suite 140
Sacramento, CA 95821

To whom it may concern:

I've known Mike Rogers since 1988. I count him among some of the most creative people I know. Even then, he was ahead of his time bringing his laptop into our meetings to demonstrate media ratings and create advertising schedules for our nightclub.

When Mike opened his advertising agency in 2006, I was happy to be among his first clients. His agency, Creative Media Partners represented our interests in purchasing and negotiating media on our behalf. Mike is a strong negotiator; lowering our annual rates from the previous year.

Mike fought aggressively throughout subsequent years to keep our rates low and was able to leverage additional promotion and media exposure at no additional cost to us. Over the years, Mike continued to bring creative promotions to us. In one case, helping us generate new customers and additional media awareness by creating a cross promotional opportunity with Lexus of Sacramento and Roseville.

We appreciate the contributions Mike and his firm have made to our company and would highly recommend him to any business seeking to improve the efficiency and effectiveness of their marketing and advertising results. For my money, you can't find a better or more qualified person for your advertising and marketing needs.

Yours truly,

Mason Wong
Mason Wong



December 4, 2013

Mike Rogers
Creative Media Partners
3550 Watt Avenue, Suite 140
Sacramento, CA 95821

To whom it may concern:

In July of this year we met with Mike Rogers to see if we could get some new ideas to advertise our business. We have never done any advertising and didn't know where to start. Mike helped us define our demographics, choose a radio station and write an advertisement dialog. Upon our approval our ad hit the air in August. We were advised that we needed to be patient to allow the public to hear our ad enough to take it in and respond.

To our surprise and delight the response was immediate! August was a good month, September was a great month and each month following have out-done the previous month! Mike said the momentum would grow and the response has far exceeded our projections!

Mike is skilled, professional, knowledgeable and very easy to work with. We highly recommend Mike's services. Can't wait to see next quarter's numbers!

Sincerely,
Marcus & Crystal Gomez
California Clothing Recyclers
6965 Power Inn Road
Sacramento, CA 95828

5-24-2011

To Whom It May Concern:

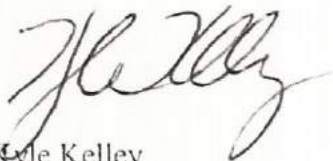
I have worked with a few of the agencies in the area and Creative Media Partners is among a handful that "get-it."

Instead of just making a "media buy" you serve as an active partner in the relationship. Your "creative facilitation meetings" are a must for any business that desires a detailed, internal view of their business and how to identify compelling aspects that profoundly resonate with customers. You have proven that your strategy can motivate prospects to respond to our message. Even if a business isn't looking for an ad agency, they should at least participate in one of your facilitations.

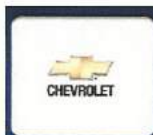
I've seen firsthand the quality of your creative and the speed with which ideas can be turned into great copy. By helping us invent our car buying guide, you helped us create a unique marketing platform that no other car dealer has done with such effectiveness. In just a few short months, you helped us generate over 800 prospects to our online guide: 9CarBuyingTips.Com

We appreciate the contributions you made to our company and would highly recommend Creative Media Partners to any business seeking to improve the efficiency and effectiveness of their marketing and advertising results.

Sincerely,



Kyle Kelley
General Manager
Carmichael Honda



Performance Chevrolet

To Whom It May Concern:

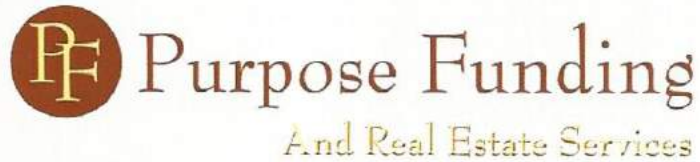
On occasion we are motivated to make mention of exceptional quality and unique levels of service. Like my wife telling her best friends about the new hairstylist she discovered and that they only cost \$XXXX for a cut and color.

Well this is one of those occasions.

I have known and worked with Mike Rogers for nearly 2 decades. In that time Mike has always been exemplary in his approach, presentation, relevance, and creativity. Now that he has established Creative Media Partners, I am delighted to support him with this recommendation.

I trust your experience with his services and creative approach to marketing will be profitable.

Steven Garcia
Steven Garcia
Syner-g Communications
Advertising / Internet Marketing
Phone 916-765-7505
Fax 916-200-0340



Dear Media Partners,

I just wanted to take a moment to share some great news with you and say thank you.

Since starting to work with you our call volume has grown by three times.

At the beginning of our relationship we were receiving 250 calls per month. After 3 months we are receiving over 750 calls a month. THANK YOU!!!!!!!!!!!!

Andy Styck

Andy Styck
CEO, Purpose Funding
949-600-7272

MBKTM
MBK HOMES

October 10, 2007

To Whom It May Concern:

I would like to write this letter as a recommendation of Creative Media Partners and what their services add to a marketing team. My first experience working with Creative Media Partners was as a member of a "brainstorming" session they had scheduled with the company's Marketing Director. I was immediately impressed with their strategic thinking and their ability to pull information in order to create an effective campaign.

I was so impressed with their service that when I took the position of Director of Sales and Marketing with MBK Homes, I immediately called them to act as my digital media liaison. The first event that they handled for me was the opening of MBK Homes Northern California inaugural community, Camden Place. My goal was to drive a certain number of traffic into the community and that goal was EXCEEDED by 150%. My next campaign with them met similar results. Again and again Creative Media Partners has found innovative ways to get my message out in the most effective manner possible. The President of MBK Homes Northern California always laughs that his Marketing Director is such a good budget manager. Again, I must thank Creative Media Partners. For each campaign, I set a budget and they make it work many times with added value that I could not accomplish without their relationships and knowledge of the industry.

Another aspect of Creative Media Partners that I would like to mention is their ability to get "out of the box" with their campaigns. People are constantly calling me commenting on our campaigns, and about how unique and innovative the things we do are. For example; this past weekend we were part of an industry wide "tour" that entailed having an event. Most participating builders did something related to their homes, a cooking demonstration, a seminar about building products, or the ever popular pumpkin patch. MBK Homes, thanks to Creative Media Partners, had the "Alternative to Rent Concert." There were 3 live musical acts, and it was concert-like, stage, generator, very professional. It was supported by a high-frequency short radio campaign, and it drew the people. We had double the number of expected people and from the conversations my sales people were having with people it was QUALIFIED traffic. Best part, Creative Media Partners handled it all.

If you choose to partner with Creative Media Partners, you will be very happy with the results. Please feel free to contact me with any further questions or concerns.

Sincerely,
Megan Gore

Megan Gore
Director of Sales and Marketing
MBK Homes Northern California

MBK Homes Northern California Division
915 Highland Pointe #300, Roseville, CA 95678 (916) 783-1150 www.mbkhome.com



January 13, 2011

To Whom It May Concern;

We have generated over 600 leads in 4 weeks working with Creative Media Partners.

Mike helped us craft a strategic advertising plan, negotiate media rates and place our advertising. We followed his *"Interrupt, Engage, Educate and Offer Creative Strategy"* creating significant prospect flow that continues to increase. By implementing a compelling creative message and optimizing our frequency we have received over 600 leads from November 1 through December 6th.

Mike, we appreciate the contributions you have made to our company and would highly recommend you to any business seeking to improve the efficiency and effectiveness of their marketing and advertising results.

A handwritten signature in black ink, appearing to read "John Ralston", is positioned above the printed name.

John Ralston
Marketing & Sales Manager

8/15/13

Mike Rogers
Owner
Creative Media Partners
3550 W Avenue, suite: 140
Sacramento, CA 95821

Dear Mike:

I wanted to take the time to share with you how pleased I am with your services. I can't impress enough how your facilitation sessions helped my company. Your facilitation forced us to examine our internal operations, our systems and the value of our services and unique selling proposition to our key prospects.

I must admit prior to starting the process I had my doubts. But when you delivered our marketing book I was amazed at your work. Honestly, I believe that your facilitations are worth far more than you charge and I'm happy to tell you that this is the best money I've ever spent. The amount of work you did to explore my business, the opportunities that lay ahead and the creative marketing messages that you developed for us has so much value.

I believe that your creative facilitation meetings are a must for any business that desires a detailed, internal view of their business and how to identify compelling aspects that profoundly resonate with customers. It would be my pleasure to refer you to any company seeking to improve the efficiency and effectiveness of their marketing and advertising results.

Sincerely,

Brian Buckley

Brian Buckley
President
Buckley Parnell Heat and Air



June 21, 2012

Dear Mike:

Thank you for all of the great things you have done for Gallagher's Heating and Air. With your help, we have taken a slightly crippled ship from 2010- to a company on the best run rate since its founding! Geno and I with the help of many others grew Gallagher's by 800k average per year for 10 years.

I do enjoy working with you, you are a bright guy and you have incredible follow up and follow through quality's I wish I had more of and continue to work toward.

Tim
Gallagher's Heating & Air



April 3, 2012

Dear Mike

You tested 4 radio stations to determine which station would produce the most leads for my business. I feel that these 2-day tests were economical ways to choose the most effective medium possible.

The winning station (so far) produced 47 leads in two days.

On your recommendation and with your buying experience, we decided to air a 2 week schedule of ads. The creative strategy of you use of ***Interrupt, Engage, Educate, and Offer*** generated another 72 leads. This strategy produced 119 prospects for us in just 14 days.

Should I receive a phone call from any of your prospects, I would you be happy to verify these facts. We appreciate your service to our business.

Sincerely,

A handwritten signature in black ink, which appears to read "Dale Kujawski". The signature is fluid and cursive, with a small dash at the end.

Dale Kujawski
Honey's Air Inc.
Modesto, CA



February 7, 2013

TO WHOM IT MAY CONCERN:

I was introduced to Mike Rogers from Creative Media Partners about a year ago. I am very glad I met him because he was the right person at the right time for our business. He has completely changed our mind-set when it comes to promoting our business.

Mike has been very professional and accommodating in every connection that I have had with him. I have gladly referred others to him and they have reported back to me how pleased they have been with him.

Mike has been instrumental in negotiating agreements with several media outlets. He has conducted facilitation meetings with us and delivered more than was expected. He is very prompt in responding to our needs no matter what day or time it is.

I couldn't be any happier with Mike Rogers. That says it all.

Yours very truly,

Owen S. Arnoff

Owen S. Arnoff, EA, CTC
CFO - Incompass

HALL'S
Window Center

Dear Mike,

I wanted to thank you for all your hard work and dedication to the success of our business. Since you started working with us here at Hall's Window Center, our marketing efforts have changed dramatically. In the past, we used to get a lot of our ideas from other Renewal by Andersen retailers. This wasn't all bad but it began to get stagnant. We were doing the same types of things over and over. When you came on board, you recommended we go on radio.

As you know, we had tried radio the previous year and it was a complete bust. You assured us that it was the creative. Both my father and I were very nervous as we could not afford to make any mistakes due to the economic climate that we are currently in. To say the least, YOU hit a homerun! The creative was a type of creative we had never used before and the rates you have been able to get for us have been fantastic.

All in all, we have spent 35% less than we spent last year in our marketing efforts with roughly the same results. That is exactly what we needed—a way to cut costs without sacrificing opportunities.

We are now beginning to see a rise in our sales; we've three fantastic weeks in a row are starting off our fourth week with a bang!

Thank You Mike---I firmly believe that you have played an integral role in keeping our doors open this year and I know that our relationship will continue to grow and prosper. Please feel free to have any of your prospective clients call me for a recommendation

Sincerely,

MARIO

Mario Grandinetti
Marketing Director
Hall's Window Center
916-669-1469

HALL'S

Windows and doors from a company you trust.

October 16, 2012

Dear Mike:

We are convinced that Creative Media Partners creative strategy has made a huge difference in increasing our leads and sales revenues. For example, in a recent snapshot of our buyer's guide lead generation strategy we captured 580 unique prospects in a 10 day period from May 13th through the 23rd.

If you want to increase leads, generate more sales revenues and work with company that delivers a powerful and reliable "profit faucet" we recommend Creative Media Partners.

Mike – please feel free to use me a reference anytime you'd like.

Mario Grandinetti
Halls Window Center
916-669-1454



February 28, 2013

TO WHOM IT MAY CONCERN:

I have known Mike Rogers since 1993. In our 20 year association, I have worked with Mike in just about every media business capacity there is: Mike has been a teacher, mentor, colleague, manager, business partner and client to me.

Mike has the rare combination of talents of being extremely creative and exceptionally analytical. His ability to create and manage in business is also matched with the genuine interest he invests in his clients. He becomes a partner with whomever he works with and approaches marketing strategies for a company as if it were his own business.

Mike's business facilitation meetings help companies discover things about themselves that they didn't even know. He can bring a company together to clearly understand and focus on their ultimate goals.

He is a trusted colleague and it is an honor to have Mike as a friend. I strongly recommend Mike Rogers as a business consultant, creative director, media negotiator, and advertising agent to anyone who wants to grow a profitable business.

Please feel free to call me for a reference.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Richard Austin'.

Richard Austin
Account Manager / Clear Channel Media & Entertainment
916-223-8147

Clear Channel Media + Entertainment

KFBK-AM/FM • KHLX-FM • KHYL-FM • KQJK-FM • KSTE-AM
1545 River Park Drive, Suite 500 • Sacramento, CA 95815



To Whom It May Concern:

Re: Mike Rogers and Creative Media Partners

I've known Mike Rogers for over 10 years in the capacity as a co-manager, competitor, client and media partner.

In all these capacities Mike has shown me nothing but total professionalism and positive actions. Mike is a "go to" kind of guy when you need an idea and then want it implemented. This is a characteristic that most people who are creative do not have.

Mike can deliver for your company a resource that is multi faceted in the fact that he can create, implement and sustain an advertising or promotion plan with the vigor it will take to make it work. On top of that, he has the innate qualities of being honest and hard working. These are two qualities that you don't find very often in the advertising world.

For my money, you can't find a better or more qualified person for your advertising and marketing needs.

Sincerely,

Henry

Henry Grambergu



7/17/08

Mr. Mike Rogers
Creative Media Partners
10423 Old Placerville Road, Suite 200
Sacramento, CA 95827

Dear Mike,

I wanted to take a moment to thank you. Your agency, Creative Media Partners stands head & shoulders above those with huge staffs and big glass buildings.

As program director for Jack-fm and Sports 1140 I have worked with many of the agencies in the area. You are among a handful that "get-it." Instead of just making the buy and leaving it to the stations to figure out the creative, you serve as an active partner in the relationship. Your creative energy & ideas are a breath of fresh air.

I've seen firsthand the quality of your creative and the speed with which ideas can be turned into great copy!

If I were to start a business and put together a marketing plan...your number would be the first one I'd call.

I look forward to working again with you soon!

Jeff McMurray

Jeff McMurray
Program Director – Jack FM
Program Director –KHTK, Sports 1140 AM

5244 Madison Avenue, Sacramento, CA 95841 (916) 338-9200



November 24, 2008

Mike Rogers – Owner
Creative Media Partners
10423 Old Placerville Rd.
Sacramento, CA 95827

Dear Mike:

I wanted to take the time to share with you how pleased I am with your services. As my advertising agency, you have helped us craft a strategic plan through your facilitations. I can't express enough how these creative sessions helped us define our specific target market. More than that, they forced us to examine our internal operations, our systems and the value of our services and unique selling proposition to our key prospects.

Your inside knowledge of the media, helped us fine-tune our marketing. Your knowledge kept us from wasting money in programs that although on the surface may have sounded good really wouldn't have produced the results we wanted.

The Marketing Equation you teach of interrupt. engage. educate and offer is a commonsense and powerful approach to motivating our prospects to contact our business. You have saved us countless hours of listening to dozens of media reps, reviewing their offers and making sense of it all.

We appreciate the contributions you made to our company and would highly recommend your company to any business seeking to improve the efficiency and effectiveness of their marketing and advertising results.

Sincerely,

Thomas L. Asher
President
Thomas L. Asher Company

Thomas L. Asher Company
3255 Swetzer Rd. Loomis, CA 95650 . Phone: 916-658-6982 Fax: 916-660-0479
CA Lic # 688052



4815 Auburn Blvd.
Sacramento, CA 95841
(916) 332-1009

July 17, 2008

To Whom It May Concern:

I believe the following statements are all true:

- Creative Media Partners has made a significant difference in our marketing efforts.
- I've known Mike Rogers for years and his name is respected in the industry and frankly he really does care. I think he does a fantastic job
- Their unique approach to the creative makes sense, their formula Interrupts, engages, educates and offers our target consumer a reason to contact us.
- Rogers is a very creative guy, give him a couple of bullet points and he can turn out a half a dozen ideas in less than 30 minutes.
- I don't do my own taxes or legal work having professional marketing and media people like Creative Media Partners is just common sense.
- The most important reason to use Creative Media Partners is they can work with your current marketing budget and get more for your money, make your ads more effective and get a better return on your investment.
- Mike ran radio stations; marketed them, hired the sales people, they know the media from the inside out and they use that knowledge to my benefit.

Feel free to call me directly for a personal reference

Cordially,

Joe Sandino

Joe Sandino
Owner
Weatherite Window and Door Show Room
916-332-1009



April 8, 2008

MetroPCS - Sacramento Regional Office
785 Orchard Drive
Suite 200
Folsom, CA 95630
(916) 984-2689 Phone
(916) 984-2665 Fax

To Whom It May Concern:

As the Director, Advertising and Public Relations at MetroPCS in Sacramento, I had the pleasure of working with Mike Rogers of Creative Media Partners (CMP) on the 2007 Super Summer Soul Jam Concert. I would like to take this opportunity to recommend Creative Media Partners.

Mr. Rogers met with our in-house marketing group to determine how the concert and its promotional campaign could meet our goals. MetroPCS's goals were incorporated into a detailed and well thought-out proposal including print, radio, online, and in-store elements. Once MetroPCS confirmed the elements and investment of the program, CMP went to work and implemented all elements, checking in frequently with us to assure satisfaction with completed deliverables.

At the event, CMP made sure our booth had optimum placement and over-delivered on all promised elements, such as stage mentions and ability to hang banners. The MetroPCS booth was very popular at the event, due in large part to CMP's onsite support. After the concert, Mr. Rogers met with our marketing group to provide proof of performance details and information on additional events opportunities.

It is for these reasons that I offer high recommendations for Creative Media Partners. Their creativity and commitment to excellence will truly be an asset to your organization. If you have any questions regarding this recommendation, please do not hesitate to contact me.

Sincerely,
Megan Mann

Megan Mann
Director, Advertising and Public Relations