



August 9, 2011

Dear Matt,

I wanted to let you know what a difference advertising on WINK 104 has made for my business. I first started advertising on WINK 104 in March 2009 and started seeing results shortly after. I knew I had to do something to counter the recession and separate my business from my competitors...and radio was it. I had a commercial jingle made and knew I had to commit to a long-term campaign to start planting the seed in people's minds so they would remember to "...call W.M. Buffington, 657-24-51..." when they had trouble with their heating and/or cooling systems.

The results in that first year had a huge impact and helped my business thrive and survive in the difficult economy. I have tried a couple of other radio stations over the years in conjunction with running on WINK 104, but none have delivered the consistent results and customers that WINK 104 has. That's why I continue to reach out to listeners each week for nearly the past three years, so they know W.M. Buffington is the first name they know to call.

Radio has made such an impact in your listener's minds that recently I was at a wallpaper warehouse in York and gave the attendee my last name for the billing, and she asked if I was the famous Buffington from Harrisburg that does HVAC systems. When I told her yes, she said that she had a celebrity in the house. That same week, I was at a potential customer's home providing a quote on a new system and the wife told me a funny story about how she came to call me. She said that she came home and the house was hot from her air conditioning failing and she called her husband at work. She told him what was wrong and asked what she should do, and he sang my jingle back to her on the phone, "call 657-24-51."

Thank you again for being a partner in the success of my business during this difficult economy,

Bill Buffington

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