



TESTIMONIAL

# Client Testimonial

## "Increased traffic and sales"



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February 6, 2004

**Rick Westerfield**  
Clear Channel Outdoor  
5333 Old Winter Garden Road  
Orlando, FL 32811

Dear Rick:

I just wanted to drop you a note to confirm what we talked about earlier this week. Rick, from the very beginning of the process I knew I wasn't just getting a billboard but getting a person and a company that really cared about me and how you can better impact my business from the unique creative session to your "can do" attitude. We couldn't be happier. In just a few weeks we immediately increased traffic and sales. I am excited to see what the future holds, more locations and definitely more billboards. Rick, we are looking forward to a long relationship. Thanks for everything!

**Moshe Shoshaw**  
Casa Furniture

Letter sent in  
from client



Photo of actual  
billboard



"The  
Choice is  
Clear!"



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