



**BRADLEY  
SPECIALTY RETAILING**

- SPORTS FANTASY
- NEIL'S SPORTS SHOP
- THE ATHLETE'S FOOT

PO. BOX 910 • 2400 SPORTSMAN DRIVE • PHENIX CITY, ALABAMA 36868-0910 • (205) 297-5494

December 27, 1988

To whom it may concern:

As the Director of Advertising and Public Relations for Bradley Specialty Retailing, a division of the W. C. Bradley Company, I have worked with Total Business Concepts in the monumental task of managing seventy (70) + retail stores.

Total Business Concepts has been a great help in formulating and placing our national advertising, instore promotions, and signage. I have always found them to be eager and enthusiastic no matter what the assignment was.

The principals, Pam Baker and Wanda Farish, are creative, knowledgeable, and have a fine eye for efficiency and detail.

It has been a pleasure working with them, and they have my highest recommendations.

Sincerely,

BRADLEY SPECIALTY RETAILING

A handwritten signature in cursive script that reads "Dan Heard". The signature is written in black ink and is positioned over the typed name and title.

Dan Heard  
Director of Advertising and Public Relations

DH/Ip