

## Honey Dew Associates, Inc.

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April 15, 2008

To Whom it May Concern:

Honey Dew Associates, Inc., franchisor of Honey Dew Donuts® Shops, initiated a relationship with PriMedia, 1775 Bald Hill Rd Warwick RI 02886, approximately one year ago. Their media buy was the best we have ever had, generating three times the impressions as our prior buy, at the same cost. I find their representatives to be tenacious and hard working and their research to be thorough. PriMedia also provided enormous detail regarding services performed, so we can, in turn, provide detailed information to our franchisees. PriMedia has my most enthusiastic recommendation.

Honey Dew Associates, Inc.

By: \_\_\_\_\_

Richard J. Bowen, President



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