



SYLVAN LEARNING CENTER®

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To Whom It May Concern,

As President of Boston Learning Systems it is my great pleasure to recommend PriMedia as a truly outstanding advertising agency. Over the past four years PriMedia's management and staff have played a key role in strategizing and implementing our overall market image. Boston Learning Systems is the area licensee for Sylvan Learning Systems, the largest chain of educational learning centers in the United States. To date BLS has built and operates eight learning centers and three technology centers in Eastern and Western Massachusetts. PriMedia is a dynamic Company that in part makes our aggressive growth projections possible.

PriMedia is dedicated to excellence in strategic planning and placement. The value added comes in the form of a keen understanding of the various markets we service. They have assisted our team in grassroots marketing efforts involving face to face contact with our customers, as well as effective TV and radio placement. They continuously make themselves available for strategizing, budget planning and consultation. As we double in number of centers and quadruple in sales volume it is comforting to have the unsurpassed media buying and placement service PriMedia provides.

I first met Ed Valenti Co-Founder and Chief Operating Officer of PriMedia, and Barry Becher Co-Founder and Chief Financial Officer of PriMedia in my previous executive role at Dairy Mart Convenience Stores. Dairy Mart was the second largest public convenience store chain in the nation operating 1000 to 1200 stores and over 400 gasoline stations in the 1980s thru the mid 90s. It was in my various roles as Executive Vice President of Human Resources and Operating officer for the New England Division that I first worked closely with PriMedia. Barry and Ed consistently provided excellence in media planning and placement. They consistently worked with unwavering loyalty and honesty serving us as clients. It is with over 15 years of professional interaction with PriMedia that I can unequivocally state that they are among the best full service Ad Agencies. They accomplish their tasks with integrity and excellence beyond reproach. I thank them for their help and consider it an honor to write this recommendation.

Sincerely,

Mitchell J. Kupperman, Ph.D.
President, Boston Learning Systems LLC