

CHRYSLER
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HYUNDAI
MAZDA
SUBARU
SUZUKI



January 11, 2010

Dealership Development
Attn: Pat Becker
1250 S. Grove Ave; Suite 305
Barrington, IL 60010

Dear Pat,

Once again we are coming off a very successful year in our F&I department with our per retail average exceeding \$900!

Since your company installed your menu selling system, all of our product penetrations have consistently increased with service contracts exceeding 50%! What I am most happy with, however, is that after doing business with Dealership Development for 18 years your service continues to be consistent and effective.

Please feel free to use me as a reference anytime.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Massarelli", is written over a thin horizontal line.

Joe Massarelli