



February 11, 2008

To Whom It May Concern:

When I joined the Sonic Automotive organization as general manager of Clearwater Toyota I was faced with an enormous marketing challenge. The dealership had just moved out of the existing facility into a much smaller facility, while construction of a brand-new facility was underway. This would be challenging enough by itself, but we were also faced with enormous advertising and marketing challenges due to a poor reputation in the marketplace. I knew that the first step we had to take in order to get this dealership into a more successful position was to hire a professional advertising and marketing company. In my previous role as general manager of Central Florida Toyota I had come in contact with a radio rep named Cliff Winkler. I had heard that he had just started a new marketing company and I invited him to join the competition to represent our account and the presentation that the Customer Focused Marketing Group made convinced us that they would be company that could best meet the overwhelming challenges that this particular dealership presented.

Immediately upon taking over the account CFMG had identified an enormous level of savings by correcting a lot of media buying errors. They instituted a series of very professional and well focused procedures to direct our media purchases. They set about involving themselves in every aspect of the marketing of the dealership and they took the time to understand our sales process and those of our competitors. Karey Freeman immediately set about establishing powerful partnering relationships with all of the media we were using. Given the many challenges this dealership faced as a result of the previous years of mismanagement and well documented unethical behavior, this partnering approach did a great deal to repair the reputation of the dealership. They then assisted us in developing an effective marketing message which allowed us to reestablish a strong marketing position in the Clearwater market.

The broad marketing focus of CFMG permitted me the freedom to be able to focus all my attention on the various challenges under the circumstances I was faced with would require. I was able to do this without any concerns that our marketing program was being executed in a professional and effective manner. Our strategic planning meetings and consistent focus on our strategic message allowed us to reestablish a trust position in the market.

I recommend the Customer Focused Marketing Group to any business looking to have a focused strategic marketing partner that is focused on constantly bringing greater value to your business. Please do not hesitate to contact me directly for any additional information cell phone number (407) 913-0529.

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