



October 31, 2007

To Whom It May Concern:

Over the past year, working with GPA Media has been a pleasurable experience. I would strongly recommend working with GPA Media, if trying to reach the student market, to others, no matter what industry they might be in.

We had been working to build and expand our student marketing efforts in 2007 and happened to come upon the college notebooks which we found very effective within our media mix on college campuses across the U.S.

The notebooks were high in quality which was part of the success of this particular program in 2007. Their professionalism is a quality GEICO values in partnerships and we look forward to working with them again in 2008, as well as years to come.

Sincerely,

Adriane M. Pond
GEICO Marketing