

January 11, 2005

**SleepWell Mattress Outlet, Inc.
3613 Nolensville Rd.
Nashville, TN 37211**

The Dave Ramsey Show:

We have used "The Dave Ramsey Show" as our primary advertising medium for the past 3 years. Over that time we have tried everything from Newspaper Ads, Direct Mail, Flyers, and Bus Benches, to name a few and nothing has come close to the results we get from Dave's show. In 2004 Dave's customers represented 22% of our business -- a percentage that more than pays for itself. In my 25 years in retail I have never seen an advertising medium work as well as Dave's show does for us. Thanks Dave!

We look forward to continued success in 2005.

*Niqui Cunha
SleepWell Mattress Outlet, Inc.
Nashville, TN*