

LITTLE CHIROPRACTIC CARE

319 Vann Drive, Suite D. Jackson, TN 38301
(731) 660-1234

November 25, 2003

The Dave Ramsey Show
1749 Mallory Lane
Suite 100
Brentwood, TN 37027

Dear Friends at The Dave Ramsey Show:

Since partnering with News Talk 101.5 FM WNWS in August 2003, Dave Ramsey's personal endorsement has been strongly influential in the success of my chiropractic care service.

When I decided to change locations of my practice, I needed an advertising strategy that would target the largest audience in the quickest time period. In Jackson, TN, our talk radio station carries the largest listening audience; The Dave Ramsey Show, heard from 1-3 pm CST Monday through Friday, is what *everyone* in town is talking about...including my already-established clientele.

Dave is highly thought of and respected in my community, so my advertisement with his voice attached to it produces incredible results. Not only am I receiving a large call volume directly associated to my Dave Ramsey endorsement, but I'm also getting a better quality of patient. Dave Ramsey listeners are clients that care just as much about their health as they do their finances. My chiropractic care business is now viewed more as a family practice versus limited personal injury care service. Dave's message also targets a demographic that aligns well with the conservative Jackson, TN community.

My business has seen much success thanks to News Talk 101.5 FM WNWS and The Dave Ramsey Show. I look forward to building upon that relationship in 2004.

Sincerely,

Dr. Gil Little
Little Chiropractic Care
Jackson, TN