

December 18, 2003

Tiffany Johnston/Affiliate Relations
The Dave Ramsey Show
1749 Mallory Lane Suite 100
Brentwood TN 37027

Tiffany:

As Executive Vice President and Chief Marketing Officer for ExpeTel Communications, I want to personally express my appreciation towards Supertalk Mississippi 97.3 FM WFMN and my overwhelming satisfaction with Dave Ramsey's personal endorsement.

ExpeTel Communications is a full-service provider of telecommunications products, including local and long-distance telephone services, high-speed Internet access, and voice and data services. We are a young company with a small advertising budget; I can tell you that the advertising dollars we spend on The Dave Ramsey Show continue to generate a great return on investment time after time.

Dave's show commands attention. Dave Ramsey listeners aren't button-pushers; they are hanging on every word he says. And because talk radio is the spoken word, my ad with Dave's voice doesn't interrupt programming the way it would halt music radio or "shop-talk-jock" TV. My target customer is the business woman driving to work, drinking her coffee, and she sits in her car waiting for Dave to finish the call before she walks inside. And that's when she hears my ad.

With Dave fans, we don't have to ask them where they heard about us - they tell us! My sales staff hears all of the time, "We trust Dave, and if Dave says it's good, we know you are where we need to take our business!" Quality of service and savings to the consumer are values our company holds in high regard- and these values align well with what Dave preaches on air.

I am proud to have the association with Dave Ramsey and the team at Supertalk Mississippi 97.3 FM WFMN. I look forward to growing this partnership in the new year and I welcome anyone who would like to contact me about my experience.

Sincerely,

Ted Parsons
Expetel Communications

