



PORSCHE

HIGGINBOTHAM AUTOMOBILES, LLC

www.mercedesporsche.com

June 06, 2003

ATTN: Tiffany Johnston
The Dave Ramsey Show
1749 Mallory Lane Suite 100
Brentwood, TN 37027

Dear Madam:

I have been advertising on The Dave Ramsey Show with WFMN Supertalk Mississippi for two years and I love the results I have seen. Dave's endorsement provides my business instant credibility and believability.

Dave's endorsement works because his listeners are very loyal. It is a cult-like following...in a good way! We track a minimum of five to ten car sales per month directly due to our advertising on The Dave Ramsey Show.

Dave's personal endorsement is a great point of sale material. I just wish I could do most of what he preaches!

Sincerely,

Edwin Vickory
General Manager
Mercedes- Benz/Porsche of Jackson
539 I-55 North
Jackson, MS 39206
Phone 601-956-4211

