



UNWANTED APPLIANCES HAULED AWAY

504 West 92nd Avenue #193 Westminster, CO 80031
email: info@unwanted.com phone: 303-430-7142

January 27, 2004

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

To my friends at The Dave Ramsey Show:

In the fall of 2003 Cezanne Cross, account executive for News Talk 1650 KNUS2 radio in Denver, CO, approached me with an opportunity to partner with Dave Ramsey as a live event sponsor for his Total Money Makeover Live Event. I was already an avid listener of The Dave Ramsey Show and had been applying his debt-reduction principles to my life. I was so excited to discover that I could have Dave endorse my business as a part of this sponsorship.

Unwanted Appliances Hauled Away serves as Denver's largest appliance removal and recycling service. Including The Dave Ramsey Show as a part of my advertising strategy is very effective and I get an incredible response from his listeners. Dave listeners are very easy to track; they tell me first thing that "Dave Ramsey sent me." My repeat clients rave how attention-grabbing my advertisement sounds since I put Dave's voice on it.

On a personal level, a lot of our debt came from starting this small mom-and-pop business. The fact that we are going through the Dave Ramsey "baby steps" ourselves really helps us relate to our new clients. I love to hear our customers share their personal goals towards achieving "financial peace."

I've tried other advertising mediums, but I don't get nearly the same response from them like I do from News Talk 1650 KNUS2 radio. The Dave Ramsey Show is a fabulous program and I would recommend Dave's personal endorsement to any business that is looking to go to the next level.

Sincerely,

Effie Altman, owner

