

Evy's Gifts

To Whom It May Concern,

October 24, 2010

I am pleased to write this letter on behalf of Nicole Murn-Morrison. Nicole always goes above and beyond and has done much for enhancing my website and getting me more for my money in placing all of my advertising.

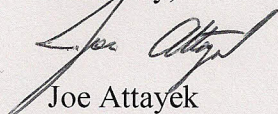
I have gotten to know Nicole when she first worked at WFMY News 2 TV here in Greensboro. She approached me with her own marketing firm, Ripple Effects Marketing and created my whole website, evysgifts.com. Nicole took extra time at no extra cost to me to take pictures of many of my gift items to enhance my website even more and made sure all the written content she wrote highlighted the personality of the store and interests of my core demographic shopper. Her extra time, energy, care and dedication was evident and the end result of my website very pleasing. Due to Nicole's in depth knowledge on many things in regards to advertising and internet marketing, and her unwavering personable, genuine caring nature over these seven years I have known her, led me to put all my marketing needs and dollars in her very capable hands.

I can't begin to tell you all the things she does for Evy's but I know she works hard on my behalf, has saved me money, increased web traffic dramatically to my website, finds new ways to enhance the annual marketing goals she prepared for me and carefully watches over my website, Google ad words, email newsletter and television/radio campaigns. All of which Nicole has created on her own with her unique creative style in making my business look so good!

Over the past year as my stores have grown, everywhere I go I hear someone talking about how much they love Evy's Gifts and I know it is due in great part to Nicole's diligence, creativity and savviness that my word of mouth advertising has grown. Nicole has been a big asset to Evy's and is always a pleasure to work with. I hope to keep her on long-term managing all my marketing needs. Early last year we were considering closing one of our stores in this stagnant economy but, with her thoughts and skills we were able to stay afloat. And just recently thanks to her help in increasing my name and brand awareness, won #1 in Go Triad Reader's Choice Awards for Best Gift Shop.

Nicole is someone who encompasses so many skills, talents and genuine attributes with an energetic and enjoyable personality. I highly recommend her for the position in which she is seeking and can be reached at, (336) 430-0072 for further questioning.

Sincerely,



Joe Attayek

Owner Evy's Gifts of Greensboro & Kernersville

P.O. Box 157 Colfax, NC 27235