



Casey Sheen  
Naked Lime Marketing  
2405 County Line Rd.  
Kettering, OH 45430

Dear Casey,

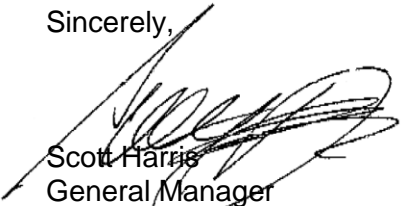
Before we partnered with Naked Lime for reputation management, we were attempting to do it by ourselves, through a very hit-and-miss process. Now we have a process that is consistent and measurable.

We initially chose Naked Lime for GM SFE Reputation Management because limiting the number of third-party vendors is good for our customers and less confusing to our team. The program has since helped us focus on providing excellent customer service. We know that customers share their experiences digitally, whether they tell us or not. We are confident that with this program, if we do stumble and disappoint a customer, we will know and have a chance to respond.

We are very pleased with the support offered by Naked Lime. Our specialist actually checks in with us, and we meet weekly. She takes the time to learn and listen to us, then develops ideas that compliment what we value. She is a partner in helping us completely satisfy our customers.

We would recommend GM SFE Reputation Management with Naked Lime, and we actually have on several occasions. We try to remember that good things aren't cheap and cheap things aren't good. Naked Lime's people make the difference and provide value.

Sincerely,



Scott Harris  
General Manager  
Bill Harris-Chevy Buick Cadillac  
Ashland, OH