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Stephen Barlas
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Steve,

The purpose of this letter is to share the results of the placed editorial project we've just completed and to thank you for your contribution to its success.

Our 2011 marketing/publicity campaign is in high gear and the two articles you worked on (Ozark Medical Center and Scripps Hospital) are a big reason why. The Ozarks case study was a unique success in that it has already generated more than a dozen inquiries from hospital pharmacy directors who read the story in P&T Journal. We expect similar results from the Scripps Hospital article. In addition to sales leads, the stories have also raised Wellpartner's profile among editors we care about. Inquires from pharmacy trade and policy publications are increasing thanks to the exposure these articles generated.

As we discussed, we're also increasing the circulation of this stories through direct mailing of reprints to our current customers and prospects as well as posting them on our website. Our Sales Execs confirm that these articles are some of the strongest sales collateral we've yet produced. The return on this program's investment is already looking positive.

Beyond the results – final copy and placement in appropriate publications – I must say that the process was a success as well. Your help in framing suitable stories to pursue was invaluable. The professionalism you showed when interviewing our customers was much appreciated. It's been great working with you. I expect we might be looking for a repeat performance in another quarter or two.

Best regards,

Nelson Pratt
Marketing Director
Wellpartner, Inc.