

MARYVILLE  UNIVERSITY  
ST. LOUIS

March 06, 2007

Mr. Dan Rosen  
Town Planner  
3B The Pines Court  
St. Louis, MO 63141

Dear Mr. Rosen:

The value of a true marketing plan is diversification. This has been my belief as I have been marketing universities from Pittsburgh, Pa. to St. Louis for the past 20 years—and the results have been rewarding to the universities I have worked.

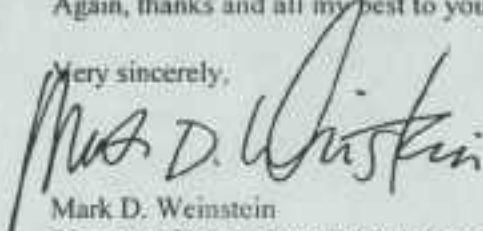
But, in my first year at Maryville University in St. Louis, my plan included the Town Planner, for which I am very thankful. Not only has the visibility of Maryville University increased, but your marketing tool has generated a significant number of valuable leads. Some of these leads are now students in our graduate school and adult program.

Although I always want as many students to enroll, for the first year with the Town Planner, I could not be happier with our initial results. And, I am convinced Maryville University will continue to benefit as we continue to diversify the deliver of our message through radio, electronic mediums, print, and the Town Planner.

Thank you for taking time to introduce your marketing concept to me. I knew of this publication from my years in Pittsburgh, but until coming to St. Louis, I never gave it a serious look. I am so thankful that I have and look forward to generating more students for Maryville University through it.

Again, thanks and all my best to you,

Very sincerely,



Mark D. Weinstein  
Director of Marketing and Public Relations

MARKETING AND PUBLIC RELATIONS

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