



# CREECH & STAFFORD Insurance Agency, Inc.

465 E. High Street, Suite 201, Lexington, KY 40507 (859)253-1371 FAX (859)233-9831

July 26, 2007

Mr. Jerry Kuykendall  
Publisher  
Town Planner  
1498 N. Broadway  
Lexington, KY 40505

Dear Jerry;

As you know, the 'branding' of your company is very difficult and can be very expensive. Crech and Stafford is an independent full service insurance agency and we wanted to expand the awareness to our community here in Central Kentucky.

We chose to be one of your 'premium' advertisers which, among other things gave us an exclusive in the planners we were in. You were also generous enough to give us some value added free liners not only for our company, but also for some no profit entities with which we are involved.

The Town Planner told us they would promote local events, high school activities and other important happenings for our Lexington Community. You did everything you told us you would do, and we have been most pleased.

Our name awareness has grown due to the effectiveness of the Town Planner

We are pleased to continue our relationship with such a reputable company.

Sincerely Yours,

Lloyd Stafford  
Partner

 <b>CREECH &amp; STAFFORD</b> Insurance Agency, Inc.
465 E. High Street, Suite 201 Lexington, KY 40507 (859) 253-1371 • FAX (859)233-9831
<b>Serving the Bluegrass</b> Since 1974
<b>Auto • Home • Business</b> Call us for all your Insurance Needs
<b>GO CATS!</b>
Dale Crech • Lloyd Stafford
 <b>Ohio</b> Casualty <small>Member of Liberty Mutual Group</small>



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