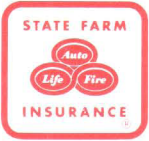


Written July 2010



Pam Herndon, LUTCF, CLU, ChFC
State Farm Agent
104 S Estes Dr, Ste 105
Chapel Hill, NC 27514

I have been "on display, everyday" with the Town Planner in the market I want to be considered "the State Farm agent" (even though there are 6 other agents in this market).
I have already renewed for 2011 & 2012. Town Planner is a line item in my yearly marketing budget. Thanks for helping me be highly visible !!

Pam Herndon

The business card features a color portrait of Pam Herndon on the left. To the right of the photo, the text reads: "Auto • Life • Financial Services", "Pam Herndon", "Agent, CLU, ChFC", "240-0155", "pamherndon.net", "State Farm Insurance Companies", "Home Office: Bloomington, Illinois", "Like a good neighbor, State Farm is there™", "1506 E Franklin Street, Suite 103", "Chapel Hill • Fax: 240-0156". A small State Farm Insurance logo is positioned to the right of the contact information.

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