

# CycleMax

To Whom It May Concern:

It's my understanding that you are considering engaging Norton, Lipp and Associates, Inc. to help with your advertising and public relations campaigns. I recommend that you do. NLA started working as my agency in September of 2004. Their efforts on my behalf have paid off handsomely. In fact while other motorcycle dealers are reporting flat sales year to year, I'm happily boasting an increase.

NLA studied our situation and developed a very effective campaign, while at the same time staying within my advertising budget.

I find Michael and Bill "The Thrill" (I love that) are easy to work with and always able to deliver what they promise.

My CPA recommended Norton, Lipp and Associates, and I'm glad I took his advice.

Sincerely,



Cliff Murray  
Owner

1816 Horseshoe Pike  
Honey Brook, PA 19344  
610-942-9060 Phone  
610-942 9078 Fax  
[www.cyclemax.net](http://www.cyclemax.net)