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May 22, 2006

Target Marketing Solutions
P.O. Box 2117
Howell, MI 48844

Paul:

I want to thank you and Target Marketing Solutions for your expertise and guidance in helping us achieve our online marketing goals. You've really helped us "stand out from the crowd" when it comes to search engine listings.

As you know, in today's competitive health care climate, the web has become a primary source of information for patients and providers alike. With your help, we've been able to showcase our services, physicians and facilities in new ways to reach new audiences, as well as strengthen relationships with existing consumers. Visits to our site www.stjohn.org are up, due in large part to increased traffic from Google, Yahoo and other major search engines, thanks to our keyword campaigns.

As a health system with 9 hospitals, 125+ outpatient facilities and over 3,000 credentialed physicians, it can be hard sometimes to know exactly what our patients and visitors are seeking when they come to our site. With paid keyword advertising, we're able to target key segments of our audience and reach them with messages that are relevant to their needs.

Thanks again. I look forward to our continuing work together.

A handwritten signature in cursive script that reads 'Jerry Fraeyman'.

Jerry Fraeyman
Web Site Coordinator
St. John Health

