

Allison K. Rogers

Stevens Point, WI 54481

June 5, 2003

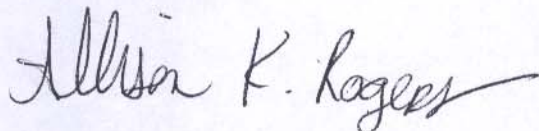
RE: Excellent Customer Service

Shippy Shoes
5474 Hwy 10 East
Suite 6
Stevens Point, WI 54481
ATTN: Owner

Dear Owner,

I visited your store today in search of a new pair of running shoes. I heard about Shippy Shoes from a friend who saw a commercial for the store and commented to me that the associates were actually certified pedorthists. With this in mind, I entered the store and wandered to the running shoes section. Within 30 seconds, I was greeted, asked what I was looking for, and was provided with a sales associate who was specifically trained to help find the right shoe for me. Her name was Becky. Immediately I was comfortable with her, she was confident and professional. She spent a considerable amount of time with me, assessing my pedorthic needs and introducing me to a variety of products. By far, Becky exceeded the customer service standard of most sales associates that I have encountered in my 23 years of life. Not only was she enthusiastic and knowledgeable, but she also established her credibility, and thus, gained my trust. I was so impressed with her service, that not only will I shop nowhere else for athletic shoes while I reside in Stevens Point, but I will recommend no other than Shippy Shoes to others in need of quality shoes and service. I feel that Becky's effort should be recognized and reinforced. I understand that each individual has their own technique and selling style, however, the fundamentals of Becky's approach either reflect exceptional training, personal ability, or a combination of both. I commend you for the truly outstanding service I received at your store. I will spread the word. Thank you, and may God bless you and your business.

Very Respectfully,



Allison K. Rogers