



July 25, 2011

To Whom It May Concern,

Idle Time Advertising has been a valuable partner to Crosby Marketing and we have worked together on several promotional communications efforts for various clients during the past several years. They have proven to be resourceful, thorough and full of ideas and effective solutions.

Most recently, we used Idle Time to implement events at local malls in the area. Idle Time researched and secured the electronic equipment needed (iPads, wireless printers, routers, etc.), coordinated with mall employees to ensure flawless execution with the technology, hired and managed a professional staff to help run the events and provided in-depth reporting afterwards. Both Crosby and our client were pleased with the outcome of the events and our performance metrics were exceeded.

In addition, Idle Time spent considerable time connecting with local venues and retailers on our behalf for several in-store promotional opportunities. Knowing we can count on them for top-notch execution allows our team to continue to explore all possible engagement opportunities without worry of implementation.

Both Josh and Amy have impeccable service qualities and if you hire them, you will quickly feel assured that you have a vested extension of your team with a commitment to success!

I am happy to serve as a reference for Idle Time Advertising and can be reached at 410-626-0805 if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Pam Atkinson', with a long horizontal flourish extending to the right.

Pam Atkinson  
Vice President, Director of Connection Planning  
Crosby Marketing