



MARINE DISCOVERY CENTER, INC.
520 Barracuda Blvd.
New Smyrna Beach FL 32169
386-428-4828
www.marinediscoverycenter.org

September 6, 2012

Dear Mr. Reed,

The Marine Discovery Center has been advertising with Lifestyle Magazine for the past couple of years. Throughout this time, we've been very pleased with the exposure and coupon return rate for our advertising dollar. As a small non-profit organization with a small marketing budget we're very cautious about how we spend our money. Lifestyle Magazine has proven to be effective. Our Boat and Kayak tours have been filling with both locals and travelers who receive the magazine. We track all our coupons and Lifestyle Magazine is consistently our top returned coupon each month.

In addition, we love that fact that Lifestyle Magazines are in most Hotels brochure display cases. This enables us to spend more time and money to protect and restore Florida's Coastal Ecosystems through education, research and community stewardship.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark Spradley', with a long horizontal flourish extending to the right.

Mark Spradley
Marketing and PR Coordinator
Marine Discovery Center