

CARTERSVILLE

JEWELRY EXCHANGE

March 30, 2017

Mr. Darren Fries
Simplex Consulting Services
130 Rivers Landing Road
Suite 1D
Charleston, SC 29492

Dear Darren,

When we decided to consolidate our operations from 4 stores to our main store in Cartersville, we looked into all of our options. We interviewed a number of different company's to assist in the sale event. After some contemplation, we decided to use Simplex Consulting to assist in conducting the sale event. Now that the Consolidation Event is over, we can honestly say the choice of hiring Simplex was absolutely the correct one.

Simplex's ability to support the sale with vast amounts of unique inventory at exceptional pricing was key in making our sale successful. We were able to maintain excellent margins throughout the sale. Together, we developed a very effective advertising plan and budget which allowed us to effectively market the sale without over spending. Your supervisor, Gerry Owens was instrumental in orchestrating the day-to-day activities (including the management of sign walkers) to make sure we would maximize our potential. He treated my staff and customers as if he was protecting his own reputation and business.

Due to Simplex's hard work and knowledge, we have successfully managed to close our outlining stores and concentrate on our flagship store in Cartersville. We now realize the importance of hiring a consultant when deciding to conduct a sale of such magnitude and we greatly recommend your services and would be happy to speak to your potential clients and inform them of the importance of hiring professionals such as Simplex to effectively run a sale promotion.

Sincerely,



Amanda Forman
Cartersville Jewelry Exchange