



November 22, 2002

As founder of a public relations company based in Whippany, New Jersey, I am writing to describe the commendable experience we have had while working with Graphic Matter, Inc.

Though I have been in business for almost three years, my company has never been "branded" in the true sense of the word. My business coach suggested I do this in preparation for and celebration of our three-year anniversary. I never imagined that this process could be so complicated. A few companies tried their hand at my logo and nothing was working out. Worse yet, there were weeks of downtime between each correspondence with them. I began to feel like throwing in the 'branding' towel.

Knowing I was at the end of my rope, a fellow business associate recommended that I work with Beverly Rossi of Graphic Matter and gave me her phone number. I am currently working with Beverly now and must share with you how grateful I am to her and her team.

In addition to the collective creativity, of the Graphic Matter team, Beverly is a wonderful communicator. She listens to all of my feedback and in a few days - sometimes hours - I will have an image of what I was describing to her.

We are currently working on the various applications of this new image - stationery, a brochure, website and a redesign of our press kit. In addition, Graphic Matter has helped me reinforce my brand identity in other ways. This past week they registered our web hosting and configured our email address to our unique domain name info@TheIdeaNetwork.net. While this was an easy task for them, it was a pleasure to have someone treat this as their priority. As a busy business owner this is the type of task that I would have put off until later, but the impact to the image of my business is significant and immediate.

I really feel that they have a true understanding of what my company's needs. Now, I cannot think of doing a project without them.

Sincerely,

Erin Saxton
Founder, The Idea Network, Inc.