

Aesthetics On Regina Inc.

Roy Sullivan
Cover Direct Publications Inc.
82 Chapel Street
Kitchener, Ontario
N2H 2T3

Dear Roy:

As a new business in the Waterloo area, we were looking for a way to get our name into the community. Unfortunately, we were too late to make it into the telephone directory for this year. We were delighted, then, when Cover Direct gave us the opportunity to advertise not just in the phone book, but on its cover!

In the first week after the cover was distributed, we received over twenty phone calls from people referring to our advertisement. We were so happy with the response to this ad on the back cover, that we are purchasing a new spot on the front of the next cover. Cover Direct has given us the community exposure we need to establish and build up our clientele base.

Thank you for the wonderful work all of you at Cover Direct have done. Your professional manner and attention to our business needs are greatly appreciated.

Sincerely,



Carol Baier, Owner



Gail Mattes, Owner