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Dear Alex,

I'd like to thank you for all your help and guidance with our radio campaigns over the previous months.

In the past we have steered clear of radio because it hasn't worked for us. I have always felt (when dealing with radio companies directly) that they only have their own gain in mind and they just don't "get" what we want. When creating an advert and there has always been so much tooting and froing, its always been a rush to get it right before deadline which is stressful and you end up going with the best of a bad bunch of adverts. Dealing with Alex at Absolute Media has been a breath of fresh air. His knowledge is priceless and he really cares about getting it right. When I have briefed him the advert has come back more or less perfect from the first draft and he knows exactly what type of voice and music to use in it to make it sound great too. Many of my colleagues have commented about how professional they sound.

I would recommend Alex and his colleagues at Absolute Media to anyone; a truly professional gentleman, with an abundance of knowledge and a lovely manner.

**Tracy Baker
Brindley Group Marketing Manager**