

August 21, 2008

David N. Liu  
Director of Sales  
Audio Visions South  
3655 Henderson Boulevard  
Tampa, Florida 33609

LETTER OF REFERENCE

Dear David:

Please accept the following correspondence as an unqualified letter of recommendation for you and the rest of your team at Audio Visions South.

The first, and probably the most important thing, I would tell any prospective customer of AVS is that when one is buying audio/vision technology, it is the "software", not the hardware (i.e. equipment-HD flat screens, DVD players, speakers, cabling, etc.) that is of critical importance.

I emphatically make this point, because as we all know, there are a number of providers in the marketplace selling, if not brand-for-brand, comparable equipment to your product selection. But that is where any similarities to AVS stop.

It is the Audio Vision South team's collective knowledge and expertise of the latest technology (their "software"), as well as insights into anticipated new emerging technologies that demonstrably sets AVS apart from all other providers in the audio/vision space.

This "software" provides four distinct benefits to me, and, I presume, any other customer of AVS.

- 1) AVS is akin to being your "personal shopper" in the world of consumer electronics. Your pre-screening of brands and models in every product class assures me that I am receiving the best quality and value for my money. Importantly, may I add that not once in the over 15 years that I have been doing business with your company have I ever felt that I was being "up-sold", as so often is the case with other consumer electronics retailers. In fact, to the contrary, your team has always worked with my budget to optimize my system, directing my expenditures to elements that will make the most difference in my enjoyment of the system.



twenty two squared

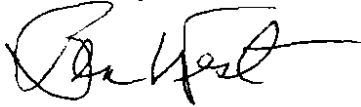
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- 2) Your team of expert installers has always created an excellent outcome. Since many components today are literally programmable, it takes far more expertise to assure that the quality of the components can be fully appreciated. ("It is not just plugging in cables anymore.")
- 3) Your "after sale" service is outstanding. You, at AVS, truly stand behind the products and services you sell. Your response time to trouble-shooting is always excellent. Moreover, on the infrequent occasion, when a component demonstrates a defect, you proactively address it. No "pass the buck" to the manufacturer, no "we will have to check the warranty on this"-you have just always "made it right". I dare say that there are few companies of any type that this can be said of.
- 4) You never stop bringing new ideas to improve systems or add meaningful features or utilities. And AVS always is providing me updates on items that are important to me and clearly spell out the options that are open to me.

All these benefits add up to some fabulous "software" from AVS, making you, in my humble opinion, the best in the business.

Sincerely,



Ben West

