



August 18, 2011

The Workplace Coach
Mr. Mickey Parsons
3985 Doral Circle
Atlanta, Georgia 30360

Dear Mr. Parsons,

Consumers' Choice Award® (CCA) is proud to celebrate its twelfth successful year promoting great businesses in Metropolitan Atlanta. Our award, now more than ever, helps discriminating shoppers find top value and superb customer service for their personal, home, and business purchases. I'm therefore very pleased to inform you that Atlanta consumers have chosen **The Workplace Coach** as a recipient of the **2011 Consumers' Choice Award®** in the category of **Professional Business Coaching**.

Award recipients were identified through a comprehensive and objective survey recently conducted by **Survey Sampling International® (SSI)**, a global leader in consumer polling. For additional survey information please refer to the enclosed insert entitled; "Survey Methodology".

As an award recipient, your company has a unique opportunity to leverage its **CCA** recognition in the marketplace. Our licensed trademarks and powerful promotional program are helping awarded businesses re-enforce their prominence in the community, maintain their competitive advantage, and drive future growth. *Recipients who choose not to participate in our promotional program will of course maintain their award status, but without the right to utilize the certification mark and logo in the public domain. Please refer to the enclosed "Promotional Fee Schedule" for more information on benefits and cost.

Along with **Survey Sampling International®** and our Media Partners, we salute all recipients of the Atlanta **2011 Consumers' Choice Award®**. Through commitment to customers and an unwavering belief in your ideas and employees, **The Workplace Coach** has been acknowledged by the Atlanta community for business excellence. **Consumers' Choice Award®** will celebrate its 12th anniversary with an award banquet and fund raiser for the Georgia chapter of the March of Dimes this December.

To learn more about the **CCA** and this year's exciting program, please join us Tuesday, August 30th at the Cobb Galleria for our Winners' Breakfast Reception (invitation enclosed). Congratulations on receiving the **2011 Consumers' Choice Award®**. We wish you continued success.

A handwritten signature in black ink, appearing to read "Jeffrey Chernoff".

Jeffrey Chernoff
Chairman, **Consumers' Choice Award®**, USA

* Your **CCA** Representative will explain to you in detail the rights and obligations you have in order to utilize the **CCA** certification mark and logo in the public domain