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William Clarkin
APCO Industries, Inc.
777 Michigan Ave.
Columbus, OH 43221

February 12, 2010

Jeff Chernoff
Market Data Systems, Inc.
2451 Cumberland Parkway SE #3517
Atlanta, GA 30339

Dear Jeff:

Being associated with the Consumers' Choice Award has been very positive for APCO. Not only does it help our sales effort but it also affirms to our employees that their hard work is not going unnoticed by the community. Our customers feel more confident doing business with us and it gives our vendors comfort knowing they are working with a company who truly cares about the end user of their product.

Market Data System is a well run organization. I would highly recommend any awarded business to take advantage of the many benefits gained by positioning itself as a Consumers' Choice Award recipient.

Sincerely,

William Clarkin
President

"We are committed to earning your recommendation."