



Artistic Pools, Inc.

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INTEGRITY INNOVATION INSPIRATION

March 3, 2010

Jeff Chernoff, President / Chairman
Consumers' Choice Award
2451 Cumberland Parkway
Suite 3517
Atlanta, Ga. 30339

Dear Jeff;

When you first approached us regarding the Consumer Choice Awards, I was a little apprehensive. Having been in business since 1957 and being the leader in our industry and the oldest swimming pool contractor in our state, I had doubts as to whether this award would be that advantageous for us. I thought that it may have some good possibilities in the future.

Well ten years later and ten continuous years of receiving the Consumers' Choice Award, I must tell you that this award has been a tremendous asset not only to our company and bottom line but to our continued notoriety as the best in our industry. Let me simply say "Thank You".

Jeff, we have enjoyed our relationship with you and your staff and look forward to always being the best that we can be in our business and our industry.

Warm regards,

Ron Coker, Sr., CEO

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3884 North Peachtree Rd. • Atlanta, GA 30341 • Office 770.458.9177 • Fax 770.451.1899

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