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February 16, 2010

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

Dear Jeff,

I understand you are extending the Consumers' Choice Award to Charlotte, North Carolina. Congratulations to you and your team for the growth of the organization.

We recommend the Consumer's Choice Award program to the organizations and businesses that will be recognized in Charlotte, North Carolina, and encourage them to actively participate in the expanding programs of Consumer's Choice.

From the time of the first of our four consecutive awards from Consumer's Choice here in Dallas, we have been both proud of the recognition and pleased with the relationship with your organization. The benefits of participating in the Consumer's Choice program have grown over these years and led us to new business opportunities and alliances with others recognized by Consumer's Choice.

Best Wishes to you and your team with this launch and to the organizations in Charlotte that will benefit from your expansion.

Sincerely,

David Echols  
President