



March 5, 2010

To whom it may concern:

It is with great pleasure that I write today in reference to the several year relationship that our company has had with the Consumer's Choice Award and Mr. Jeff Chernoff.

A brief history may be worthy to further understand the relevance of the award as it pertains to our business specifically. If you are a small business owner, like me, I am certain that you understand and fully appreciate the challenges that we face as we grow our business. There are many roads that we can take and many directions that we can go, some of which are not real apparent. But, when we are faced with tight budgets and many different marketing options to choose, one must narrow down the array of options that are available today! Thankfully, our business has grown over the years, but not because we weren't faced with increasing competitive pressure and attractive markets that drove up supply and reduced overall demand. With that said, we continually sought out ways what would allow us to best 'differentiate' our product in a market that viewed us like many of our competition. While "we" knew our product and people exemplified excellence, the Consumer's Choice Award came along and allowed us to only further 'validate' that notion for the public; that we offered the best product and the best customer service in the Central Ohio area. When we were approached by the "Consumer's Choice Award", it was really a 'no brainer' notion that we would partner with the award and its ideals to yet further differentiate ourselves in the increasingly competitive market and with a 'badge of honor' that NO OTHER competitor had the right to state. We earned it and likewise continue to market this difference to our consumers. We have been happy with that choice and the relationship that we have developed with Mr. Chernoff and staff. He professionally represents the Consumer's Choice Award and is mindful of the many challenges and changing business conditions we are faced. With that being said, our business has honored the award over the last eleven years.

If your business is part of the chosen few that reach this level of achievement, you should feel equally as proud with your certain success. Wear the Consumer's Choice Award with no false promises of guaranteed success but only as a representation of what your business has become. My true belief is that most people like working with 'winners' and those that pride themselves on excellence. With a Consumer's Choice partnership, you will receive nothing less than all that comes with a program that successfully promotes and honors your success.

Best wishes in further pursuant of success as you determine "your path" to many more years of opportunity and prosperity. If you have any further questions, you may contact me at 614 933-8953, ext 111.

Respectfully submitted,

Ms. Michel Le Smith-Pankow  
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