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*Retail & Wholesale  
Producer &  
Manufacturer*

November 16, 2015

To Whom this May Concern:

My name is Linda Hartung. I am co-owner and designer/manufacturer of Alacarte Jewelry in northern California.

I have had the privilege of knowing Frances Larose / PR Magic for nearly 10 years where I first met her as a vendor at the Harvest Festival Shows. I was very impressed with Frances right off the bat. I saw Frances and/or a staff member at every show orchestrating radio interviews, newspaper reporters, and live TV interviews with local celebrities and vendors. There were numerous other PR venues that I also participated in such as with contests, gift baskets, etc.

As a vendor I thought they did an exceptional job of highlighting the unique and special qualities that made the Harvest Festival a desired venue to attend. In this day and age when you can press a button, order things online and get free shipping – you really have your work cut out for you to excite someone enough so that they are willing to pay an entrance and parking fee just for the privilege of shopping.

In addition to providing PR, Frances and every person I ever worked with from her company were extremely talented, professional and enjoyable. I was personally involved in at least 20 (or more – I lost count) radio and live TV interviews over the years. Many of the TV interviews were extremely successful – one in particular drew so many people to our booth on a Sunday morning (usually a slow time) that we sold as much in 6 hours than we do in a full show.

As a former co-owner of Hartung & Associates, LTD. a graphic design and marketing firm in the Bay Area for 25 years , I understand the importance of a Public Relations company. I only wish I had known Frances and PR Magic when I had my marketing firm as she would have saved me a lot of headaches and been my choice to recommend for all my clients.

I couldn't endorse Frances/PR Magic more highly.

Sincerely

A handwritten signature in blue ink that reads "Linda Hartung".

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