

# Consumers' Choice Award™

A Division of Market Data Systems, Inc.



The Standard You Can Trust.™

March 9, 2007

Elite Home Remodeling  
Mr. John M. Todd  
2930 Preston Road, Suite # 980  
Frisco, Texas 75034

Dear Mr. Todd,

When consumers have a choice, they prefer to deal with a business that other consumers trust and have confidence in. I'm therefore very pleased to inform you that Dallas-Fort Worth consumers have chosen **Elite Home Remodeling** as a recipient of the 2007 *Consumers' Choice Award*™ in the category of **Home Remodeling Contractors**.

*Consumers' Choice Award*™ (CCA) is celebrating its second successful year in the DFW Metroplex. Civic and business leaders across North America have praised the CCA as well deserved recognition by consumers for their city's finest businesses!

Award recipients were identified through a comprehensive and objective survey recently conducted by **Survey Sampling International (SSI)**. SSI is the world's largest statistical sampling organization dedicated to survey research and serves over 1400 clients globally.

For additional survey information please refer to the enclosed insert entitled Survey Methodology.

This year's award presentations and gala will be held at the Fairmont Hotel, June 2, 2007.

The CCA gala and promotional program serve as powerful venues in which awarded companies have the opportunity to re-enforce their prominence in the marketplace. Through both media coverage and advertising, the CCA is designed to leverage the profile of awarded companies in the community (the promotional fee schedule is enclosed). \*Recipients who choose not to participate in the promotional program will of course maintain their award status, but without the right to utilize the certification mark and logo in the public domain.

Along with Survey Sampling International and our Media Partners, we salute all the Dallas-Fort Worth recipients of the 2007 *Consumers' Choice Award*™. Through commitment to customers and an unwavering belief in your ideas and employees, **Elite Home Remodeling** has been acknowledged by the Dallas - Fort Worth community for business excellence.

To learn more about the CCA and this year's exciting programs, please join us March 22 at the Omni Dallas Hotel Park West for our Winners' Breakfast Reception (invitation enclosed). Congratulations on receiving the 2007 *Consumers' Choice Award*™. We wish you continued success.

Jeffrey Chernoff  
Chairman, *Consumers' Choice Award*™, USA

\* Your CCA Representative will explain to you in detail the rights and obligations you have in order to utilize the CCA certification mark and logo in the public domain.

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