



May 16, 2005

To Whom It May Concern,

As you know, Ballard Communications has enjoyed a reputation as one of the premier communications agencies in Nevada since 1992. With help from our clients, employees, vendors, and others, we have launched countless careers, products, and services and won numerous awards along the way. As the firm plans to take advantage of the many opportunities available in Nevada over the next decade, our goal is to grow our expertise, client service capability, and consultative practice. To make that happen Ballard Communications is pleased to announce that Ballard Communications has joined forces with Vanguard Media Group, a professional communications firm whose vision and stature in the Southern Nevada marketplace is similar to ours.

Vanguard Media's experience and expertise both complements ours, and extends our ability to add value to our clients. Through our team of partners, we will now have the ability to offer an enhanced level of services through various practice groups— including branding, Interactive communications, social impact marketing, advertising and direct response. These skills complement what Ballard has been doing so well, for so many clients in Southern Nevada for so many years—comprehensive, effective public relations campaigns that support and advance the value of our clients' brands and businesses. This means, with a single phone call, and you can have all your communication needs addressed.

I look forward to discussing this more with you over the next weeks. In the meantime, please feel free to contact me with any questions or comments you may have. In addition, now that we are part of Vanguard Media Group, we have a variety of white papers and information that you may find helpful in your daily work activities. Give me, or any of our team members, a call or drop us an e-mail to learn more about the resources we have available for your use and information based on our more than decade of experience, creating communications strategies for both Fortune 100 companies and small businesses.

Warm Regards,

Mike Ballard

Public Relations
Strategic Marketing
Interactive Media
Branding
Public Affairs
Advertising
Crisis Communications
Diversity Training
Media Training