

CASSADAY

July 15, 2010

Ethan Assal
Verasolve
9916 Logan Drive
Potomac, MD 20854

Dear Ethan,

I'm writing to tell you of our satisfaction with all the hard work you and your team have put toward Cassaday's marketing and public relations initiatives. We really value the extensive wealth management experience you bring to our efforts in these areas.

I, and our advisors, have also been very pleased with the results we're seeing from Verasolve's public relations efforts. We've seen from your team numerous media pitches that have resulted in several article opportunities. The coverage is enhancing our brand recognition and helping position us as leaders in independent wealth management.

The Welcome Packets you have been putting together for us are coming together very nicely, and we're excited to start sharing them with our new clients and prospects. We feel that they present Cassaday & Company, Inc. in a professional manner for which we can be proud.

The events you have developed for us have resulted in leads, and are helping our financial advisors close valuable new business. The invitations, messaging and mailing lists you put together have also improved our attendance rate and attendee quality compared to previous events we held prior to our engagement with Verasolve. We appreciate how you've helped us with venue selection and coordination for the events as well. We're looking forward to our next round of seminars in August.

Sincerely,



Stephan Cassaday, CFP®, CFS
Founder, President & CEO
Cassaday & Company, Inc.

Cassaday & Company, Inc.

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