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Kevin Long
MVP Sports Media Training
P.O. Box 3015
West Lafayette, IN 47906

Dear Kevin:

Thanks to MVP for providing us with blog monitoring service at the BTN. The information, statistics and analysis your service provides is helpful in our decision-making process and helps us better understand our viewers and other Big Ten fans as well.

I would recommend MVP and your blog monitoring service to anyone who wants to drill down into information contained in new and traditional media. Your customer service was fantastic and your reaction to any questions we had was thorough and quick.

Thanks again for your assistance.

Best regards,

A handwritten signature in cursive script that reads "Elizabeth Conlisk".

Elizabeth Conlisk
Vice President, Communications and University Relations