



September 13, 2004

RECOMMENDATION OF SOUTH FLORIDA BUSINESS ASSOCIATION

At the request of Mr. Jabaly, I submit this letter in support of his Cartoon Map Program. Mr. Jabaly designed a cartoon map of Palm Beach County that prominently displayed our Winn-Dixie Stores. The maps were distributed at local businesses as well as Winn-Dixie Stores. The materials used were of very high quality and the maps were professional in appearance.

Mr. Jabaly's creativity provided a unique means of advertising for our stores to Palm Beach County residents and tourists. Because of his personable nature and organizational skills, he was very easy to work with and maintained all deadlines through to completion.

I highly recommend Mr. Jabaly's Cartoon Map Program for anyone looking for a unique way to advertise to customers.

Sincerely,

A handwritten signature in blue ink that reads "Lori Chelf".

Lori Chelf
Sales Development Manager

