



marketing

2727 w. good hope road • box 92910 • milwaukee, wi 53202-0910

October 5, 1999

Eric Richter
Richter Industries
220 Keith Lane
Lake Forest IL 60045

Dear Eric,

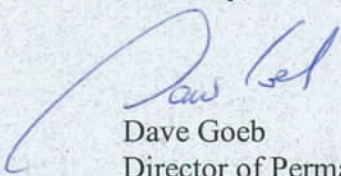
On behalf of DCI Marketing, I would like to thank you for your hard work on the Acura Showroom Program over the past three years.

We are also pleased to share with you the news that DCI Marketing was a recent recipient of the American Honda Premier Partner Award for our Acura Showroom Program. I am enclosing a copy of this announcement, published in the September 13, 1999 issue of *Automotive News*.

You should be as proud of your accomplishment, as we are for having worked with you through the planning, testing and culmination of this exciting program.

Please pass these thanks on to all of your employees who contributed to the success of the Acura program.

Sincerely,



Dave Goeb
Director of Permanent Production

cc: Alan LaFreniere
John Davies
Bill Warren
Michelle Reinardy
Mike Spooner
Mike Kidd
Fred Lanke
Kathie Sorenson
Sean Mahoney
Bob Bemm