



August 20th, 2013

RE: First Annuity's Top Producers' Conference

Dear Karl,

On behalf of our entire staff at First Annuity & Insurance Marketing, I would like to extend our sincere appreciation for speaking at our Top Producers Conference in Denver last May.

All of our conference attendees, including our employees, were blown away Karl! Not only was your presentation entertaining, motivating and inspiring, but it was so genuine and delivered from the heart. I think that's what surprised people the most. This was a conference filled with highly successful sales people from all across the country, and many of them have been exposed to 'big name celebrity speakers' throughout the years. The most frequent comment I heard following your presentation was how down to earth you are and how you were able to connect with so many people. Then you backed it up by sticking around to sign books and talk with attendees!

I can't thank you enough. We'll definitely be return customers and look forward to seeing you again soon.

Best regards,

Carl Muehlemeyer, Principal
First Annuity & Insurance Marketing