



November 10, 2008

Mr. Bill Fox
Fathom SEO
8200 Sweet Valley Drive
Valley View, OH 44125

Dear Bill,

On behalf of MyToons, I wanted to share our positive experience in working with Fathom SEO.

MyToons' SEO and PPC Senior Account Executives, Daiv Whaley and Mike Kartson, are doing fantastic jobs managing our online marketing programs. Their expertise, professionalism and great attitudes make them a joy to work with!

While MyToons' has only been engaged with Fathom SEO for 6 months, our results are quite impressive:

- 500% increase in Top 10 organic rankings
- 205% increase in web site traffic
- 159% increase in PPC conversions

You are leading a fine organization, Bill. We look forward to a long and successful partnership with Fathom SEO!

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Beers', with a long horizontal flourish extending to the right.

Jessica Beers, Marketing Manager

CC: Patricia Thibault
Daiv Whaley
Mike Kartson