

LARRY SMITH & ASSOCIATES

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Dear Varsity,

It's hard to know where to begin when you write a letter like this. I don't really think I can cover everything that you and the Varsity Company have meant in my life.

For starters, I owe you a heart felt thanks for giving me an opportunity to learn to make it on my own. You, Scott Jeffries, Sam Moore-the entire staff offered me the chance of a lifetime to become a success. I spent four years in college and learned more in three summers on the book field than I ever could have learned in college. Through I did not major in something as technical as engineering or veterinary medicine, I think the lessons learned about hard work and persistence through obstacles can create the kind of confidence and maturity that employers are seeking in any college graduate. For the young man or young lady that develops a solid work ethic, there is joy, prosperity and an incredible sense of respect they'll enjoy from employers and friends. There is no doubt that it was the hardest job I've ever had. But it was also the greatest for helping Craig Featherstone become a WINNER in life.

Eight years, a wonderful wife and two beautiful kids later, I'm grateful for the incredible contribution that you and your staff have made towards my success as a husband, a father and a businessman.

If you really want to know how valuable I am to my company, ask my boss and all of the employees of our ad agency that have enjoyed the fruit of a 100% increase in billings over the past three years. Real success in life can really be measured by what kind of impact you have on others lives. And so the heritage continues—Varsity affects my life, I affect my family's life and my business associates lives, and the beat goes on.

In a world that's just screaming for young man and women with character and integrity, The Varsity Company had been a great contributor in the lives of thousands of college students and to the community as a whole.

If you want to measure a company's success by results, then the Varsity Company has been a phenomenal success.

You really are making a difference in people's lives.

PRESS ON, VARSITY.

Your Friend,

Craig Featherstone