

Stingray Asset Management, LLC
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April 19, 2011

RE: JoTo Extreme PR


To Whom it May Concern:

I have had the pleasure of working with Karla Jo and her team at JoTo Extreme PR for over three years in two capacities. First, as a fellow board member of the Clearwater Downtown Partnership (CDP) wherein she constantly went over and above in assisting with helping the board reach our objectives each year by gaining exposure and media coverage of the numerous events and happenings for the downtown Clearwater revitalization efforts.

With the success they demonstrated for the CDP, I never hesitated to engage JoTo when I was hired by the institutional ownership of interest of Water's Edge Condominiums, a luxury condominium tower located in downtown Clearwater to oversee the retail sales and marketing. Water's Edge is the tallest and most prominent building along the waterfront of downtown, and a critical component to the community. Karla Jo and her team realized the importance of the project and have been very successful in garnering significant media coverage to supplement and boost our marketing campaign. Even with a distressed real estate market, they have been able to secure positive television coverage on the local news networks including FOX and Bay News 9. They have also secured multiple print and online media pickups including the St. Pete Times and Tampa Bay Business Journal. With JoTo's public relations strategy, Water's Edge has been the talk of the town, and as a result we have exceeded all of our proforma sales expectations to date.

I highly recommend using JoTo Extreme PR for their energy and ability to implement a creative public relations campaign. Please feel free to contact me if you would like to discuss my experience with JoTo in greater detail.

Regards,



Grant Wood
Managing Member