

GRIFOLS

Biomat USA, Inc.
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Los Angeles, CA 90032
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May 6, 2023

Mr. Brad Hicken
President
30 Second Street Media
1309-100 St. Johns Bluff Rd
Suite 105
Jacksonville, FL 32225

Dear Brad,

Let this letter serve as a professional reference/testimonial to the fact that it is a true pleasure to work with your company, 30 Second Street Media. The company is highly responsive to our needs. 30 Second Street Media researches and presents marketing opportunities that motivate action and extend the reach of our advertising through targeted demographic placements. Media plans are bolstered by a high-level of creative production that makes our messages stand out!

We work together with 30 Second Street Media across all channels of communication – radio, digital, out-of-home, and are currently planning TV and Streaming Television campaigns.

We have worked with Brad Hicken and his firm for more than seven years. We focus our efforts on plasma donation recruitment strategies in 33 media markets across the country. Our advertising has been successful in driving growth of new donors and traffic to our website.

30 Second Street Media has done so well developing winning strategies that two other operating groups within our company now work with Brad.

Please share this with any perspective client. Additionally, I would be happy to talk with anyone who is interested in working with your company.

Sincerely,

David M. Krafft
Divisional Marketing Manager
Grifols Biomat USA,