



Pavestone Company
 4835 LBJ Freeway, Suite 700
 Dallas, Texas 75244
 972/404-0400
 Fax 972/404-9200
 www.pavestone.com

January 21, 2010

Re: Marketing Dynamics – Andy Valadez, President

To Whom It May Concern:

I appreciate the opportunity to recognize Marketing Dynamics for its instrumental support and involvement in the beta testing of the Pavestone Install program for Home Depot in the Houston Market. His client and our installer customer, Paver Connection, was not only recommended highly by my company for this program, but consequently secured the exclusive contract for the test period in Houston (7 stores), beating out two other companies who were also being considered at the time.

Marketing Dynamics advised on developing the operations and selling model for the program which included pricing the service, lead tracking, presentations in the home, product sample delivery, store level displays, use of the company website, sales training, design methods in the home, advising on the use of Home Depot Credit, establishing a differentiated warranty period, event planning at the store level to generate leads, sales literature, corporate communications, and planning for growth into the implementation and adoption phase.

The Houston market proved to be the most successful test market with the highest sales conversions and helped Home Depot decide to take the program nationally. Marketing Dynamics positioned his client well and let to the adoption of 84 more stores covering San Antonio, Houston, Beaumont, Baytown, and Southern Louisiana with a standing open invitation by the National Installation Manager to take more stores as his client could handle at the time (initial offer of 300 more stores).

Sincerely,

Robert J. Schlegel
 Chairman and CEO