

June 19, 2013

Jay Gelb, President
Contempo Direct
3975 Bishopwood Ct. W #201
Naples, FL 34114

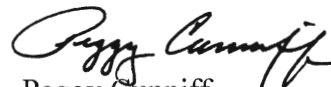
Dear Jay,

I wanted to take this opportunity to thank you and your colleagues for all your efforts on behalf of the National Anti-Vivisection Society (NAVS) over the last five years. You have been generous in sharing the benefits of your years of experience in direct marketing to ensure that we have made wise investments in disseminating our educational message and building a solid base of supporters. Given the complexity of the issues concerning the use of animals in research, testing and education, Contempo Direct has helped us to craft clear, concise messages that inform and empower the millions of recipients of our direct mail packages to take constructive action on behalf of animals. In addition, Contempo Direct has helped us make a compelling case to invest in the efforts of NAVS (making a donation being just one of the ways that the recipient can help).

Because credibility and trust are fundamental principles of NAVS' educational programs we are selective of those with whom we partner. Not only must the message we send be accurate, timely and persuasive, our accounting of how we allocate our resources to program, administration and fund raising must meet the standards of charity watchdogs. Thank you for helping to ensure that NAVS continues to meet the highest standards of professional and ethical fundraising in our direct mail appeals and retention packages.

Jay, thank you for a valued relationship and we look forward to continuing to work with you and your colleagues. Have a great summer!

Sincerely,



Peggy Cunniff
Executive Director

