



To Whom It May Concern at Optimedia:

MetroPCS Colorado has been utilizing radio stations KJHM and KXDE, (Max Media Denver), currently and consistently since May 2014 with our local marketing budgets.

Max Media radio group reaches our core 'Purple People' demographic in Denver DMA, and consistently activates on-site events at MetroPCS Authorized Dealer locations combined with promotional on-air messaging and with a proven track record in generating sales and leads for MetroPCS.

These two stations have had nearly flawless execution of all elements of every program from inception to execution to follow-up and recap, continually capturing the lion's share of our Denver target customer.

Metro PCS **highly** recommends both **KJHM** and **KXDE** and would like to see them included on the national radio spot buy. This would go far in a program to work in tandem with our current and future programs with them re-enforcing messaging and branding to such a valuable audience.

We appreciate your acknowledgement of our recommendation.

Thanks,

Christina Pham

Manager, Field Marketing

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