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To Whom It May Concern:

In early 2016, Sun Health identified the need to find a new partner to support our monthly publication *LiveWell* magazine, which has become one of the top branding and marketing vehicles for our nonprofit organization.

During that process, we did not initially reach out to ROX Media Group, because we were not aware they published magazines. However, as the original RFP process came to a close, I coincidentally had a meeting with ROX Media Group Principal Elaine Earle, who was representing the Surprise Regional Chamber of Commerce. During our conversation, I mentioned we were looking for a new partner and Elaine quickly indicated this was a service her company offered. Our RFP had already closed, but we were able to extend the deadline, as long as ROX Media Group could provide us with a proposal within two days.

Elaine and her team quickly turned around one of the most comprehensive and impressive responses to a proposal I had ever seen – and they met the 48-hour deadline window. Both my boss, who is our chief marketing officer, and I were highly impressed. It became apparent from their ability to turn around such a professional proposal so quickly that they should rise to the top of the pile. Ultimately, ROX Media Group won our business, based on their proposal and overall business acumen, and it was clear that we would be a great fit to work together.

As of this letter, Sun Health and ROX have completed three successful issues of *LiveWell*. I am more than pleased to report that ROX Media Group has over-delivered on their promises and improved our process and product exponentially. We've even seen measurable data to support these improvements, and we are experiencing increased engagement with our magazine readership due to the expanded distribution they brought to the table.

We are pleased to recommend ROX Media Group as a professional and reliable partner, who delivers results and is also a pleasure to work with. Please feel free to contact me directly if you'd like to hear more about our work with this company.

Sincerely,

Ken Reinstein  
Director of Marketing and Communications  
Sun Health