



Norwest Card Services
7000 Vista Drive
West Des Moines, Iowa 50266

To Whom It May Concern:

Hill Rawls Design Ink has been an Agency of record for Norwest Card Services' Marketing department for the past three years. The Agency's approach to our business has been one of true business partnership where their goal is deliver creative that drive business results. Not only do their designers create concepts that meet our strategies but their creative is "fresh, innovative and speaks to the target audience."

Many Agencies identify the target audience; some agencies study the audience but only a few truly understand the market that their creative is trying to reach. Hill Rawls Design Ink is one of the few. They do not rest on their laurels by meeting the project's objectives; they continue to seek new ways to exceed the previous campaign's results.

I don't know how they do it, they just do it. It's refreshing to hear customers say, "I read your direct mail package... your ad... your in-bank signage, and I want that product."

Have you ever thought about what other creative ideas that could meet your business needs? If so, Hill Rawls Design Ink can deliver those creative strategies.

Sincerely,

A handwritten signature in black ink, appearing to read "BBJ".

Beverly Bryant-Jones
Vice President & Director
Commercial Products & Co-Brand Marketing