

To Whom It May Concern:

RE: WireReady and David Gerstmann

It would be difficult to overstate the role that WireReady has played in our company over the past dozen years. Our news and farm networks have been operating on WireReady and CartReady since...well, since we got our first computer. I'm not sure how we would have enjoyed the success we have without WireReady and David Gerstmann.

I met David at an NAB (in Boston?) when he was starting his company. During the early days, David handled all tech support and it was not uncommon for him to be on the phone with us at 2 a.m., talking us through a problem. David's commitment to his customers became a hallmark of his company. When we needed something new and impossible, David would jump on a plane and come to Jefferson City and help us figure out how to do it. And he always did.

When we started our wire service (Learfield Data) we recommended WireReady to our subscribers and affiliates. And they had the same positive experience with WireReady and David Gerstmann that we enjoyed.

Our company owes a lot to David Gerstmann and I'm proud to call him a friend.

Steve Mays
Vice President
Learfield Communications