

September 27, 2009



Mr. Rick Huston
Creative Sign Design
12801 Commodity Place
Tampa, FL 33626

Salvador Dali Museum
475 Bayshore Drive SE
St. Petersburg, Florida 33701
727 895 5467
Fax 727 822 8957
beckgroup.com

Dear Mr. Huston:

I contacted Creative Sign Designs not because I needed a sign—but because I needed a signature!! The Beck Group was contracted on the Salvador Dali Museum in St. Petersburg. An interesting part of our scope was to recess the artist's custom signature into the concrete wall 30 feet above the entrance.

I chose Creative because I needed a company that could pay careful attention to detail throughout the project. They had the manufacturing capabilities to creatively think outside their general scope; technical expertise and communication skills to work effectively with our engineers; and coordination teams to deliver the mold in a timely manner with the correct draft angles and instructions for installation.

My experience with Creative is that they create a quality product within a reasonable budget with fantastic quality control. I am pleased with their work and will use them on future projects.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Johnson", with a long horizontal flourish extending to the right.

Mark Johnson
Project Manager
The Beck Group