

September 19, 2014

Casey Sheen
Naked Lime Marketing
One Reynolds Way
Dayton, OH 45430

Dear Casey,

Over the past few years, the Shults Auto Group has transformed its marketing with a larger emphasis on Social Media Management and Digital Marketing. Just a few years ago, we had dealer specific Facebook pages with no real interactive content. Our websites were getting little SEO attention, content updates, and blogs. In March of 2013 we put a big emphasis on social media management, and during our search for a provider, Naked Lime Marketing really stood out. Since then, they have improved their offerings and have expanded into Social Relationship Management along with their Managed SEO/Content program. These two programs have allowed our marketing to run seamlessly with our traditional media efforts. This year, I moved three more stores under the Naked Lime umbrella and plan to add more. They have great creative and content building, and are always working to increase our return.

Six of our stores use Naked Lime for Reputation Management as well. When GM first mandated the service for 2013, we went with Cobalt because we already had a relationship with them and it seemed easier to keep it all together. This year, we chose Naked Lime because of the difference in how the product works, and we are pleased with the job our team there has done for us and we recently added this service to one of our non-GM stores.

The results we are experiencing with Naked Lime have really paid off. We have increases in website visitors, page views and Facebook likes for all stores. The Shults Resale Olean store is the most improved with:

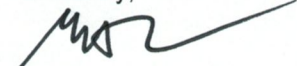
- Website Visitors increasing 97%
- Page Views increasing 383%
- Time on Site increasing 413%
- Bounce Rate decreasing 58%
- Facebook likes increasing from 0 to 81 in 3 months!

We wouldn't be able to achieve these results without the Naked Lime team we work with. They offer fresh ideas, are always prepared with the metrics I need, and are willing to talk through everything.

The Naked Lime products and services that we use are of tremendous value and are unmatched by others I've seen in the industry. Dealer.com just rolled out a managed service that it is not as robust as Naked Lime search and social package, and is more expensive. Cobalt has ProCare, which is okay but is still missing social media management.

If you want to get a complete package, with social media, web and all the dots connected, Naked Lime and their team are the way to go.

Sincerely,



Matt Kahm
VP of Marketing
Shults Auto Group

