



November 12, 2020

To Whom It May Concern,

I have known Rick Rambaldo for over thirty years. I met Rick when he moved to Erie as a young radio entrepreneur while I was cutting my teeth as a young car dealer. He quickly established Rocket 101 as the “must buy” FM rock station for advertisers. Rick went on to grow his company to four FMs and two AMs and for many years he dominated radio in Erie Pa. His listeners were loyal because he always limited the number of commercials and never gave into the temptation to sell more.

In 2005, Rick sold Rambaldo Communications and could have retired a young man. Thankfully, he decided to take his years of broadcasting experience and create his own ad agency. I continue to be a very happy client of his ever since. There is nobody more familiar with the rates, times, placement, frequency and how to negotiate a time buy for TV or radio than Rick. He is a student of his occupation and it’s also his hobby. He loves numbers, he loves the game, and he loves to win. He embraces social media and all the latest means of content delivery like a millennial.

He is my dear friend, he is my ad agent and he has earned my highest possible endorsement. I welcome your call with any questions.

Most Sincerely,

A handwritten signature in blue ink that reads "David Hallman". The signature is fluid and cursive, with the first letter of each word being capitalized and prominent.

David Hallman

President, Hallman Auto Group