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MISSISSIPPI ASSOCIATION FOR HOME CARE

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April 25, 2008

To whom it may concern:

The Mississippi Association for Home Care is excited about the management relationship that we have with Affinity Resource Group LLC. We are a trade association that seeks to promote and strengthen the services of home care and hospice agencies in our state. As an association comprised of volunteers, our Board members do not have the time to devote to providing daily, effective management that is critical to our success. In 2007, the decision was made to retain ARG to provide the administrative and organizational skills that we need. This decision is one that has proven to be very beneficial.

Since they began working with us, we have seen the ARG staff quickly learn and understand the needs of our association, and as required, they have responded to our needs in a proactive manner. All the staff has been involved with our membership in all aspects of the services and assistance we provide. They have brought us a highly educated, experienced, and diverse staff that negates the need for us to consider hiring our own employees.

ARG has very effectively and efficiently handled banquets and education seminars for the Mississippi Association for Home Care. Their leadership and initiative has increased attendance and profit generated from education offerings to our members as well as those to whom they marketed outside of our association. Our Board expects to increase the number of education offerings we present because of our confidence in the ability of ARG to develop, market, and manage these events.

Affinity Resource Group LLC has not only met, but they have exceeded our initial expectations. It is without hesitation that our Board would highly recommend them to anyone in need of the services they offer.

Sincerely,

Curtis L. Bray  
President