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November 2, 2006

To Whom It May Concern:

It is my extreme pleasure to write on behalf of the *Despertar* television program. For the past several years Dura Flooring has served as a sponsor for this television program. We found this collaborative relationship to be an invaluable and incalculable benefit to our business.

Dura Flooring is extremely concerned that a lack of new sponsors would deter the show's ability to continue to provide its message of empowerment and self-sufficiency to a community which desperately needs such efforts. Hence, your sponsorship would play an integral role in enabling *Despertar* to continue to provide important public affairs and information services to the Southern California region.

*Despertar* has served its Southern California audience since 1999 and, as such, has established deep roots in our community. The program's staff is dedicated, knowledgeable, well-trained, and possessive of a deep understanding of our community's needs. Moreover, *Despertar's* staff is always flexible about the show's programming and seeks to structure it in a manner to provide every opportunity to promote its sponsors.

Dura Flooring is proud to have served as a strategic partner with *Despertar* and we hope that our collaborative efforts continue to develop in the years ahead. I urge your support of *Despertar's* request for support. Your sponsorship will enable *Despertar* to continue to provide invaluable programming to its target population.

Sincerely,



Trinidad Alday  
President