

To whom it may concern:

We would like to take this opportunity to write a letter of recommendation on behalf of a great organization, Dental Product Shopper. Dental Product Shopper is an award-winning print and digital media platform dedicated to bringing in-depth product information to dentistry professionals.

Dental Product Shopper was launched in 2007 by Integrated Media Solutions a business and marketing organization that owns and operates award-winning publications, websites, direct mail programs, database marketing operations, and service programs for the dental market.

Today, the Dental Product Shopper combines the latest in product information with unbiased opinions, to help clinicians make purchasing decisions that are best suited to their unique practices. Each product undergoes an extensive four-week evaluation before being given a final score. Dental Product Shopper is never paid by manufacturers, nor does it pay the dental professionals doing the evaluations, so you can count on an accurate rating.

We confidently recommend Dental Product Shopper to anyone in the dental industry who wants to ensure they're making the best purchasing decisions possible. With Dental Product Shopper, you can count on honest information and evaluations from a team of true industry experts.

Sincerely yours,

Michael Neil and Larry Nipon
Strategic-Partners
Schooley Mitchell