



Republican National Committee

John L. Ryder
National Committeeman for Tennessee
P.O. Box 3893
Memphis, TN 38103
(901) 525-1711
(901) 521-0789 fax

July 29, 1997

Steven C. Ethridge
President & Chief Manager
Ethridge & Associates, LLC
751 Walnut Knoll Lane
Cordova, TN 38018

Dear Steve:

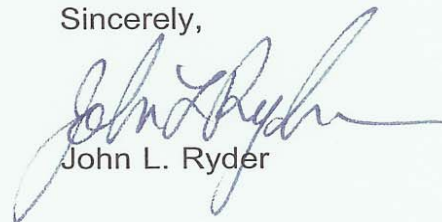
Steve, as you know, I've been involved in elections going all the way back to the 1970's in Shelby County. I've served as Shelby County Republican Party Chairman, on the Tennessee Republican Party Executive Committee and now I'm serving as National Committeeman on the Republican National Committee from the State of Tennessee.

As I told you the night of the 1995 Memphis City Elections, when you and Dr. Bakke were in the News Channel 3 CBS affiliate studio reporting your exit poll results, your polls have never been wrong in predicting the winners in either city, county, or statewide races.

Since that time, I've followed your career and I don't believe there is anyone in the Mid-South better at political polling than Ethridge & Associates. While there are a number of pollsters around this area, none have the reputation for accuracy that you do. Your polls have not only been accurate, but your firm's ability to interpret and apply poll results to develop and manage political campaign strategy is unparalleled among your peers in this area.

Best wishes to you and I look forward to continuing to work with you to elect Republican candidates in the future.

Sincerely,



John L. Ryder

JLR/lt

