



January 4, 2010

City of Cocoa
Finance Department
Purchasing and Contracts Division
65 Stone Street
Cocoa, FL 32922

RE: Letter of Recommendation - Brandt Ronat + Company

To Whom It May Concern:

The Viera Company has been a community developer in Brevard County for over 20 years and is proud to have had Brandt Ronat + Company play a major role in marketing and branding the New Town of Viera for the last 15 years. Even after 15 years, the Brandt Ronat creative team continues to be instrumental in helping us create the optimal positioning, messaging, and advertising necessary to market our community.

Over the years, I have called on them many times to meet challenges of presenting the community in the most professional and cost effective manner possible and they have consistently met or exceeded my expectations.

Brandt Ronat + Company was instrumental in providing the strategic guidance and execution for the experience of visitors to our Home Discovery Center and their creative efforts have resulted in numerous award winning advertising campaigns for Viera.

Regardless of the project scope or level of detail, Brandt Ronat executes with a level of professionalism and creative detail that sets a high standard of excellence that extends well beyond the borders of our County

Finally, I have always found Brandt Ronat + Company to conduct their business with the highest ethical standards and I am pleased to recommend their services unconditionally.

If you should need any further information, please feel free to contact me at 321-242-1200 extension 4522.

Sincerely,

C. Scott Miller, Jr.
Vice President of Commercial and Residential Sales

CSM/stb

www.viera.com