

***The  
RUESS  
Group***

***RETAIL  
PLANNING  
DESIGN  
AND  
CONSULTING  
SOLUTIONS***

I had the opportunity to work with **W. G. FRITZ CONSTRUCTION** of San Jose on a retail site installation for **ACER Factory Direct**. I use the word opportunity, as working with them was a pleasant, productive experience. Examples:

- Working long distance they quickly and efficiently responded to my request by coordinating delivery with the shipper and unloading of store fixtures at the site
- They provided a two man crew with the flexibility to work additional hours to meet our accelerated installation schedule
- The crew:
  - Quickly figured out the intricacies of the fixture system, providing for a smooth installation
  - Solved problems as they arose, eliminating any delays
  - Responded immediately to direction, recommendations and questions
  - Adjusted installation details to meet unforeseen site conditions
  - Exhibited good craftsmanship, kept the site clean and picked up
  - Were extremely cooperative, professional and personable

Overall, working with **W. G. FRITZ CONSTRUCTION** was a pleasant experience and one I would recommend.

Jim Ruess  
President

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***The RUESS Group***  
*Jim Ruess@aol.com*  
*1916 Pike Place #12 Suite 157*  
*Seattle, WA 981010-1056*  
*206.374.0238 FAX 206.374.0239*