



Better Business Bureau®

serving Metro Washington DC and Eastern Pennsylvania
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Dear BBB Accredited Business,

The Better Business Bureau is excited to announce a new partnership with ReviewTube, Inc. and Platypus to further the accuracy and verification of business' online reputations.

According to recent surveys, 90% of customers look for reviews on a company before making buying decisions and the BBB wants to help businesses build their online reputation.

ReviewTube, in association with the BBB, will focus on creating accurate and verified reputation assets such as video reviews from customers and employees. Once created, ReviewTube will syndicate these reviews to a business's websites, social media, and listing profiles (BBB, Google, etc.) in order to maximize existing and new customer opportunities.

This association will provide our Accredited Businesses the opportunity to add another layer of reputation management and foster our mission of creating a trustworthy marketplace.

To learn more, please contact ReviewTube's Chris Sokal at csokal@cgicompany.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Ed", is positioned below the word "Sincerely,".

Edward J. Johnson
President & CEO