



Better Business Bureau® Serving New Jersey

1262 Whitehorse-Hamilton Square Road
Building A, Suite 202
Hamilton, NJ 08690

Dear Valued BBB Accredited Business,

Better Business Bureau Serving New Jersey is excited to announce our new partnership with ReviewTube, Inc. and Platypus. ReviewTube and BBB are partnering to further the accuracy and verification of business' online reputations with new exciting technology.

Not all reviews are real, and with 90% of customers looking at reviews before making buying decisions*, it is important to partner with organizations that have built their reputations on Trust. The BBB has asked ReviewTube to consult with businesses within our community to assist in building their online reputation.

ReviewTube, with the help of 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 business's websites, social media, and listing profiles (BBB, Google, etc.) in order to maximize existing and new customer opportunities.

We believe that verified platforms like BBB's ratings and reviews, coupled with interactive video reviews from ReviewTube can help bring truth, transparency, and trust to the review industry.

We encourage you to learn more about working with ReviewTube and this opportunity to showcase your business. For more information, please email Chris Sokal at csokal@cgicompany.com.

Very truly yours,

A handwritten signature in purple ink that reads "Melissa A. Companick". The signature is fluid and cursive, with a long horizontal stroke at the end.

Melissa Companick
President & CEO

*Source: [90% of Consumers Say Online Reviews Impact Buying Decisions ... And Other Hot Topics](#)