



American Ratings Corporation
Defining Excellence

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November 15, 2010

John P. Williams
Hi Tech Termite Control of the Bay Area, Inc.
21063 Cabot Boulevard, Suite 6
Hayward, CA 94545

Dear John P. Williams:

First, let me congratulate you and your team on earning Diamond Certified for the fourth consecutive year. Hi Tech Termite Control of the Bay Area, Inc. scored "highest in quality" in ongoing independent customer satisfaction surveys. In addition to your company's high customer satisfaction rating score, I was equally impressed with all of the enthusiastic customer comments I read in the verbatim customer survey comments, Question 3 of your research report.

Most companies can't qualify for Diamond Certified because of the customer satisfaction standards required. Additionally, in order to maintain Diamond Certified, Hi Tech Termite Control of the Bay Area, Inc. must continue to score "highest in quality" in Ongoing Research performed by American Ratings Corporation. So, just earning and maintaining your Diamond Certified status is a great achievement.

Again, congratulations on earning Diamond Certified for your fourth consecutive year. High customer satisfaction is the ultimate accomplishment in business.

Sincerely,

A handwritten signature in cursive script that reads "Jim Stein".

Jim Stein
Founder & Chief Executive Officer