



1/17/2017

Dear David,

It is hard to believe that our event relationship began 10 years ago when I contacted Impulse to produce an event for Thrillist. Your efforts were exceptional in every way and given the importance of events in our business model, it was an easy choice to have you on board as a Consultant throughout the process of growing not only Thrillist, but Group Nine Media as well.

Most recently, Impulse's participation in the seamless planning, production and execution of NowThis Media's "NewFront" Reception deserves a personal "thank you". With so many other companies competing for the attention of the same pool of attendees and media during that week, having your team come in with such short notice and take over the logistics, venue, vendor management and just bringing our over the top vision to life in general, was certainly a tremendous factor in the overall success of our event.

Thanks to your expertise and on-going support I have every confidence that Thrillist, NowThis and Group Nine Media will continue to produce high-level events for our clients and partners.

Ben

**BEN LERER**  
CEO

**group nine media**  
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