



USAID
FROM THE AMERICAN PEOPLE

**Business Regulatory, Investment,
and Trade Environment Program
(BRITE)**

25 April 2016

To whom it may concern:

I am happy to provide this letter of recommendation for PriorMedia. The USAID Business Regulatory, Investment, and Trade Environment (BRITE) program engaged PriorMedia for media placement and monitoring services in November 2015 for a six-month campaign titled "Update Moldova." Our experience working with PriorMedia during this time has been outstanding.

Under this subcontract, PriorMedia has provided excellent service. Their experience in the Moldova media market allows PriorMedia to offer well-informed and insightful advice on media planning. Their relationships with local media companies help to ensure premium placements on local channels. Their reports are data rich and informative, and make it easy for us track our results and make adjustments as necessary.

The PriorMedia team is highly qualified, creative, and competent. We have been particularly impressed by their professionalism, flexibility, and responsiveness to our requests. Of all the media companies and subcontractors I have worked with, I would rank PriorMedia among the best. We would recommend them for similar work, and would welcome the opportunity to work with them again in the future.

Sincerely,

Lisa Gihring
Strategic Communications Specialist
USAID BRITE Program