

June 4, 1996

Legend Audio Design
5825 Gibbons Drive
Carmichael, CA 95608

Gentlemen:

Sheer Seduction. Your CES Exhibit was the most musically satisfying room of the whole show. This was the only room where I enjoyed listening to music and not electronics. I spent more time there than any other room and truly enjoyed speaking with the gentleman who was supervising it.

I was so impressed with your sound that I bought two Legend IV interconnects, two power cords and your preamplifier. I would like to thank the gentleman who was supervising the exhibit on Saturday for being so helpful and informative. Unfortunately, I do not remember his name. It was based upon the combination of the music and his explanations that I made my purchases. He recounted a story of someone who had recently purchased a pair of your interconnects. He had told the customer that he would be in for some late night listening once they were in his system. Apparently, that occurred exactly as he had predicted.

This gentleman made a similar prediction for me. This also occurred as predicted. I arrived home approximately 11:00 p.m. from the CES. After having listened to music all day long, I was reluctant to put the cables in but did so anyway. I put in only one set, between the CD player (Arcam Alpha 5) and the preamp (First Sound Passive), and reluctantly removed the Cardas Hex Link Golden Cross interconnects. WOW, the midrange opened up immediately, the imaging snapped into focus, the sound stage improved dramatically, and I was off on a listening odyssey that lasted until 2:00 a.m.

My wife was in the other room and wanted to know who one of the female vocalists was, one she had heard many times before but had failed to capture her attention. NOW she wants a tape for her car. She easily recognized the virtues of the new cable FROM ANOTHER ROOM.

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The late night listening session gave me a potential advertising/marketing idea for your product that could be very appealing to the male audiophile public. The idea would capture the nocturnal seductiveness of late night solo listening. This is the one time when most men can really sit back, kick off their shoes, forget their worries and zone out for awhile. I thought of two words that succinctly describe this idyllic journey and how they could be used in your marketing. If you are interested in discussing this further, I would be more than happy to barter my idea or concept for more of your equipment, which most likely I will be buying anyway in the future. I do think my idea would have an instant appeal for the male audiophile community if done properly and could increase your business.

Again, I truly enjoyed your CES room and look forward to receiving the rest of my equipment.

Sincerely,

A handwritten signature in dark ink, appearing to be 'W. L. Milligan', with a long horizontal flourish extending to the right.

William L. Milligan, M.D., P.A.