

March 22, 2000

Ms. Bethel Ferguson
962 Royal Oak Drive
Jackson, MS 39209

Dear Ms. Ferguson:

Thank you for your letter expressing your concern for the tourism advertisement in the Modern Maturity magazine. A member of my office staff has spoken with the Media Department regarding this issue. Mississippi is receiving two free months of advertising in Modern Maturity magazine, due to the misplacement of this advertisement.

The dollars that tourism attracts to Mississippi help build new roads, hire more teachers and put more police on the street. But more than all that, the tourism industry is the face for the state that we are all proud to call home. Mississippi has been the best-kept secret in tourism long enough. We need to share our secret with the world that Mississippi is not only a great place to do business and rear a family but also an even better place to hold a convention. With our state's rich cultural history and scenic beauty, we have a unique opportunity to aggressively market Mississippi as a total resort and vacation destination.

If I can be of further help, please let me know.

Very truly yours,

RONNIE MUSGROVE

RM/bwl