

WOWEDAMERICASM

Certificate of Sighting

Awarded To

**CHAD BROWN
NEW BALANCE ST. LOUIS**

For delivering the **WOWEDFactorSM**

WOWEDFactorSM: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

Sighting Recipient: David Aronson

Sighting Date: July 24, 2007

Recipient Testimony: "I bought 3 pair of shoes in the past few months from New Balance: tennis, walking and a pair of running shoes. Two of the new pair of shoes felt very comfortable but I felt a lot of discomfort after wearing the tennis shoes. Chad said to bring them back to the store and see him. I told him about my pain and he suggested a new wider pair of the same tennis shoes. The shoes I originally bought had only been worn once or twice. He said it would be no problem to switch them out with no additional cost. He really went out of his way to satisfy me and help me to solve my foot problem. He handled himself in a very considerate and professional way. **Because of Chad**, I would only buy my athletic shoes at his store. WOWEDFactor delivered."