

May 8, 2018

Ms. Diane Taylor, Director of Operations
Better Business Bureau St. Louis MO
211 N. Broadway
St. Louis, MO 63102

Dear Ms. Taylor,

Thank you for bringing to our attention the unanswered complaints the BBB has received regarding Rural King.

At Rural King, we take customer service and satisfaction very seriously. Unfortunately, the BBB complaint letters were not being received by the correct department and consequently not being responded to. We do recognize the importance of responding to and resolving customer complaints through the BBB in a timely manner.

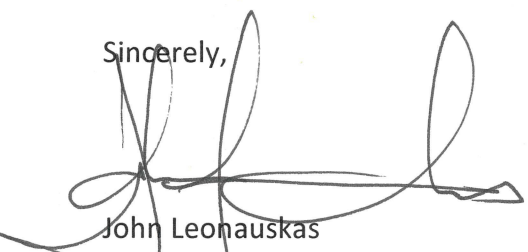
The three complaints that were open as of 3/1/2018 have been resolved.

We recently created an internal reputation management team whose top priority is to respond to and resolve all BBB complaints within 72 hours.

Our goal is to obtain accreditation and an A+ rating.

Again, thank you for your help. We look forward to working with you as we improve our relationship with the BBB and our customers.

Sincerely,


John Leonauskas
VP of Marketing
4216 Dewitt Ave. | Mattoon, IL 61938



"Like our customer, we live, love and embrace a rural lifestyle, which is why we work hard to give the best price, quality and service every day. We are our customer!"