

# Rima FINE ART

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May 17, 2010

Ms. Esenia Solano  
Better Business Bureau  
4428 N. 12<sup>th</sup> Street  
Phoenix, AZ 85014

Via Fax: 602.263.0997

RE: Complaint ID # 8173578

Dear Ms. Solano,

This letter responds to the above referenced complaint.

Rima Fine Art made its absolute best effort to promote and sell David Goldner's artworks in an extremely difficult economic environment. We have fully complied with our contractual obligations in this relationship. When David picked up his artworks—*after inspecting each of them himself—on April 21, 2010, he signed a receipt and release which explicitly states that he had no claims against Rima Fine Art.*

Regarding David's marketing complaints, we

- invested in professionally preparing all the artworks for display by stretching, wiring, and photographing. Works were returned to David stretched and with wires, at no cost to him);
- prominently displayed David's works for the duration of the time we had them, including a front window display for much of that time;
- created in-gallery promotional materials;
- featured David's art in an email marketing campaign to over 4000 recipients;
- prominently showed David's works on the gallery website, [www.rimafineart.com](http://www.rimafineart.com);
- approached numerous gallery customers regarding David's artworks (none of whom showed any interest);

Regarding David's pricing complaint, the various artworks were offered at a number of different price points during the time we offered them for sale. There was no interest in the works at any level. (The contract between David and Rima Fine Art explicitly stated that Rima Fine Art would set pricing in Article 4, Item 2.2)

Regarding David's damage allegations, Rima Fine Art categorically denies damaging David's pieces in any manner. In fact, with the assistance of the president of a prominent fine art printer, we consulted with David—an emerging artist—regarding a more effective combination of canvas and paints.

Sincerely,



Tracy L. Penwell  
President