



Evolution Martial Arts Academy
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July 16, 2015

Re: Charles Gracie Jiu-Jitsu Association

To Whom It May Concern:

Evolution Martial Arts Academy has been doing business in the Reno/Sparks area since 2008. Our program offers a complete martial arts curriculum that includes the "standing" arts as well as Gracie Jiu Jitsu. Though our overall curriculum is blended we offer a stand alone Gracie Jiu Jitsu program that includes the complete curriculum offered by Master Charles Gracie.

Personally I have been a student of the Gracie Jiu Jitsu program since the early 2000s. In October of 2013 we became a school under the "Charles Gracie Jiu-Jitsu Association". That decision was based on the relationship we had developed and the understanding of the benefits that would be associated with our membership.

Within the first year we noticed a significant increase in tuition directly related to our Jiu Jitsu program. We believe having the Charles Gracie name gives us a level of recognition and legitimacy beyond most of the options available to our school. This has brought value to our programs by offering the a high quality curriculum and our ability to provide excellent resources to our students. Master Gracie has promoted our school directly by having seminars at our location. He has provided a high level of instruction for "all" of our student base. Master Gracie has made himself available on many occasions to discuss the business aspects of our program, the instruction and the curriculum. Having him participate with our student base has assisted in development of their personal skills as well as the overall understanding and enjoyment of the art. In our market area we have developed beneficial relationships with the other Gracie association schools providing fantastic training opportunities, quality instruction and relationships that truly promote the art for our entire community.

There is a tremendous value in displaying the Gracie Jiu-Jitsu name as it is associated with quality and it is recognized throughout the martial arts community. From a business perspective we have definitely received a great return for the dues and fees that come with being a part of our association. Having many responsible school owners within the association continues to make it stronger, allowing it to grow and contribute more to our success.

With Respect,

Ray Neill
Owner, Evolution Martial Arts Academy

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Family First