

Monday, March 21<sup>st</sup>, 2011

Dear Ken,

We have been using your “Club Managers’ News” newsletter program for several years and I am pleased to say that we are still getting new business from each and every issue.

The last issue was mailed out to one thousand clubs in NSW. Within two weeks we received 30 telephone calls from club CEOs wanting a quote for our services. One of those CEOs has already placed an order for \$100,000 of our product.

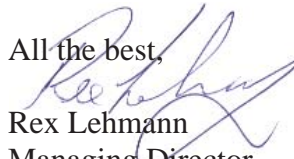
What impresses me about your service is your ability to take several simple points from us and construct editorial material which sells our product so effectively.

Your editorial team has a canny ability to word the content of our newsletter in such a way that we continually receive phone enquiries from club managers quite excited by the thought of the money they can immediately save by using our product.

As you know, I was a little sceptical about the results you were suggesting we could achieve, but having now seen it work month in and month out, I am glad we made the decision to use your newsletter program.

Ken, thanks to you and your team for your good work!

All the best,



Rex Lehmann  
Managing Director  
SkyCool Pty Ltd