

May 14, 2002

Meta Marketing, Inc.
7162 Reading Road
Suite 200
Cincinnati, OH 45237

Attn.: Mr. Mike Riportella

Dear Mike:

Advanced Automation Associates (AAA), Exton, PA, a large information and control systems integrator with \$15 million in sales began working with Meta Marketing in January 2002. Since our technical services involve integrating a diverse mix of leading edge technologies from plant-floor automation to executive-level IT, and since our prospective clients are typically high-level, high-tech people, we had concerns and reservations about Meta personnel conveying competence and confidence with very little training in our business. We were pleased to discover that the Meta team was quite effective in reaching and engaging our difficult prospects, at the highest level, with consistently good results.

"Good results" have included a consistently steady production of qualified leads at a rate to keep us hopping to keep up with production. We have found that the prospects have no trouble placing us when we call them. They know who we are and what we do, evidence that Meta made a positive impression in establishing our name recognition and brand value. Meta personnel have clearly made positive first impressions representing AAA.

Additionally, we have been impressed with the quality and quantity of information provided by Meta for each qualified prospect, giving us good visibility into the client's problems and needs, a clear starting point and solid platform from which to further engage the prospect.

We had also been concerned at the outset about the quality of individuals that would be assigned to our campaign. We felt that a "star" performer might get things rolling and then turn the campaign over to less capable personnel. What we discovered in practice is that all three of the Meta people who have worked on our campaign have performed equally well. Each has produced consistently relative to the others. Each has been a "star" in his/her own right.

An unexpected surprise has been the consistent diligence with which Meta has engaged us, solicited feedback and suggestions for improvement, and kept us apprised of all aspects of the campaign. Our work together has been a collaborative partnership, something we strive for with our clients.

They have consistently "used their heads" to notice a potential issue, called us to talk about it, and in so doing have helped us avoid potential embarrassments and missteps. For example, we had failed to purge the name of one of our biggest clients from the database we delivered to Meta, leaving open the possibility that Meta could have contacted this major long-term client as if he was a new prospect. Instead, Meta called to inform us that one of our client companies was on their list, and asked did we really want them called. Had it been a long dormant client, we might have said yes, but were relieved to get the heads up and prevent an embarrassing situation from occurring.

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In addition, when Meta sends over a lead that requires rapid follow-up (next couple of days), they always call us to make sure we are aware the lead needs attention (so that it doesn't languish because someone is out of the office, or overloaded). Whenever we call Meta at the number assigned for Advanced Automation, they pick up within two rings and deliver a perky Advanced Automation hello, with no hesitation or name confusion that might give a prospect the sense they were calling anywhere other than into an Advanced Automation office.

We would add that while performance and producing numbers is important, we have also personally enjoyed working with the people at Meta Marketing. They are dedicated, enthusiastic go-getters that start to feel like an extension of your in-house team. It's been a pleasure working with them. We would be happy to talk with anyone considering using their services.

Sincerely,

ADVANCED AUTOMATION ASSOCIATES, INC.

Bob Zeigenfuse
President

