



December 30, 2002

Steve Farfsing, VP Sales & Operations
Meta Marketing, Inc.
7162 Reading Road, Suite 200
Cincinnati, OH 45237

Dear Steve,

While working with Meta Marketing over the last two years we have found Meta to be very professional -- always striving to do the best for us. Your consistency in your teleprospecting process and dedication to the Solution Selling methodology has proven to be a winning combination for us -- generating numerous solid sales opportunities for Frontstep.

We selected Meta for the ability to provide highly-qualified leads and to set sales telephone appointments for our sales field team. The amount of information supplied with each opportunity is impressive -- like the "pain" and critical issues felt by the decision maker, and the impacts of these issues on the decision maker and others in the organization; where the company is in their buying process; and what the next sales step agreed upon is. Having this type and detail of information greatly improves the effectiveness of our sales calls and helps to instill confidence in our sales reps.

I am truly impressed with Meta's ability to identify and establish real rapport with the true decision makers at the executive "C" level.

I highly recommend Meta Marketing to any firm who needs to build a sales pipeline of highly-qualified targeted sales opportunities.

Sincerely,

A handwritten signature in blue ink that reads "Kristi Reed".

Kristi Reed
Direct Marketing Manager
Frontstep, Inc.