



Microsoft Great Plains

Application Service Provider

November 9, 2001

Mike Riportella
Sales Manager
Meta Marketing, Inc.
7162 Reading Rd.
Suite 200
Cincinnati, OH 45237

Dear Mike,

I just wanted to send a note to you to express my satisfaction with the services that your firm has provided for us here at Vobix.

The quality of the leads being provided by your firm is superior to anything I've seen from telemarketing at any time in my career. Your staff understands what our people are looking for and are filling those needs in a qualitative and quantitative way that has both delighted and surprised myself and my staff.

As you know, I was hesitant about outsourcing this process due to the steep learning curve inherent in this type of "solution" sale. Having said that, your staff has shown an amazing intellectual agility in adopting the lingo and competitive knowledge needed to intelligently discuss our product and assess lead quality. Your services have been better than most in house telemarketing staffs I have encountered in my career.

The interrogatory section of your lead sheets provides the professional sales teams we use with invaluable information. They never feel like they are "flying blind" and they have all expressed their comfort level in walking into a sales call with this information in their back pocket. No other firms that I am aware of provide this type of in depth information prior to a first sales call. Incredibly good work, our salespeople love you.

I look forward to our ongoing relationship as we grow together.

Thanks,

A handwritten signature in black ink, appearing to read "J. Gregor Newland". The signature is fluid and cursive, written over the printed name.

J. Gregor Newland
Director - Microsoft Great Plains Business Unit