



January 27th, 2005

To Whom It May Concern:

This is a letter of reference for Brian Lawley and the 280 Group.

In early 2004 we hired Brian to assist us with a variety of marketing activities. At the time we had no formal marketing personnel and were looking to supplement and expand our efforts by leveraging an external resource with significant background and experience.

Brian Lawley came on board as an acting Vice President of Marketing and helped us with a variety of tasks over the following months:

- Conducting a customer survey to help us better understand what was important to our customers and what their current perceptions of our brand and products were
- Creating an integrated marketing plan for the year to allow us to more effectively spend our marketing budget and track the results more closely
- Expanding and enhancing our Google AdWords campaign
- Optimizing the content and structure of our website to ensure that we garnered high ranking in search engines for relevant keywords and search terms
- Overseeing development of marketing materials, including overall brand efforts as well as new advertising and a revamped website
- Heading up PR efforts, including creating boilerplate templates for press releases and presentations, writing press releases, communicating with key press and publications and securing coverage for new software releases
- Writing customer testimonials for use on our website

Brian's contributions were very helpful in ramping up our marketing efforts and helping us move forward in the absence of our own dedicated resources. We found Brian to be highly knowledgeable and very easy to work with. We highly recommend Brian and the 280 Group if you need a seasoned interim marketing resource to help you get the job done.

Sincerely,

Clyde Stubbs
President, HI-TECH Software

A handwritten signature in blue ink, appearing to read "Clyde Stubbs". The signature is stylized and somewhat cursive, with a large initial "C" and "S".