

July 12, 2002

**Connectus Direct Reference Letter**

Our company is involved with creating and delivering permission based E-mail marketing solutions for companies like ; Price Waterhouse Coopers , Ziploc, L'oreal , Telus , CIBC , E-trade ,Motts, General Motors, FEDEX and Much Music to name a few and some of the biggest advertising agencies in Canada .

Back in April of 02, I had first heard of the value and benefits that Murray Warren / Increased Revenues.com was offering through a competitive company called Clickhouse.com. Murray had set up quite the *pro-active 'war-room'* , meaning a Tele-marketing department for this company that was really delivering some solid results. His integrated outbound sales program that aggressively pursues new business opportunities was really working.

Our sales numbers year-to-date were not meeting the forecasted budgets and we needed to obtain some critical business intelligence, get faster speed into the market, find out where the business is going on and generate more sales revenues. We retained Murray in April of 02 to set up a Tele-business division to our company. The main focus and goals were;

- Set up an outbound Telesales initiative aimed at the new media/ Interactive advertising agencies in Toronto , Calgary and Vancouver
- Engage in pro-active Telesales into the high tier corporate end user accounts to qualify, educate and set up web based demos of our value-added business offering with the VP of marketing & sales.

It's now July and Murray has shown us that Telesales into our targeted markets works incredibly well. He has shown us some great techniques and methods, ways to get voice mail calls returned , and has generating leads , meetings, qualified appointments and dynamic sales for our sales team in Toronto and in Vancouver .

Murray has done a great job for us and we wish him all the best.

Sincerely,

Peter Steele  
CEO & President  
Connectus Direct Solutions Inc.