



March 03, 2003

Increased Revenues.com
3841 West 39th Ave
Vancouver, B.C.
V6N-3A8

Attention: Murray Warren

Dear Murray,

On behalf of The Electric Mail Company, I would like to thank you for your outstanding contribution to the creation of our Telemarketing Team.

Our initial conversations with you were really the catalyst to us moving forward with lead generation activities we knew we needed to accelerate.

With your help we were able to;

- *Hire and train two outstanding candidates.* I was very impressed with the quality of the two candidates and the speed with which you were able to bring them forward. Both have the potential to make long term contributions to our firm.
- *Create effective scripts.* Your approach to script development from the telemarketing perspective complimented our key sales messages and was easy for the telemarketers to articulate and customize to their own style as they became more proficient.
- *Test Marketing.* Your "market test" calls were invaluable in developing effective sales messages, uncovering objections and validating some of the vertical markets we decided to attack.

We are only 6 weeks into the program so, given our sales cycle the full impact of the program is difficult to judge just yet. Even though we have been doing a lot of training and "tweaking" the Telemarketers have contacted nearly 1000 prospects, spoken with 400 decision makers and delivered nearly 100 leads for our Sales team, so far.

We are well on our way and confident that the program will make a significant positive impact on our results in this quarter, thanks in large part to your help.

I'll keep you updated on our success!

Sincerely,

Ian McDonald
President,
The Electric Mail Company Inc.