

November 10, 2004

Murray Warren
Increased Revenues.com
3841 West 39th Avenue
Vancouver, B.C. V6N 3A8

Attn: Murray Warren

Re: Our recent Increased-Revenues.com experience

All over North America, Law Enforcement agencies, the FBI and other Justice departments cannot share information & data with other cities, counties and municipalities in a timely, effective manner or at all.

The data sharing problem is huge and getting our message out to our target market and locating the progressive, open minded, change-embracing agencies that have a budget for this is our constant challenge. More explicitly, how do we easily, effectively, inexpensively get in front of these Police Chiefs, Sheriffs and Constables to demo our software to them? This is the challenge we have been dealing with for the last couple of years.

Murray Warren had been consistently approaching our company for over 12 months to see if we would explore his outbound, Telesales, Lead Generation program. Almost every management team member was skeptical that you could cold call our unique target market. The thought was that, they will not be responsive to telemarketing cold calls and the return on investment would be terrible.

Murray's Telesales-based Lead Generation program has proven to be quite effective for us. Murray located a fantastic outbound business developer named Aslam who has turned out to be a great fit with our company. He's pro-active, initiates first contact and very computer literate. Within 2 months Murray had;

- Created excellent Telesales scripts to pursue our target market of Law Enforcement agencies in the U.S.
- Tested the scripts on LIVE COLD CALLS and tape recorded both sides of the conversation and immediately was gaining 'expressions of interest' in our value proposition. He created all of the selling skills training material for the telesales campaign
- Aslam has been producing an average of 2 to 4 web based demos per day. One day he booked 7 demos for Police Chiefs to view our product; just what we are looking for
- The lead generation has led to greatly increased activity within the sales group and we hope to close many of the opportunities in the near future.

Murray's expertise in setting this up was invaluable. We are now believers in pro-active Telesales and outbound Lead Generation to support our sales efforts. In fact, we have now promoted Aslam into doing demos with our new accounts that he has developed.

Thanks for your help in locating Aslam and your help on this assignment.

Yours truly,

A handwritten signature in black ink, consisting of a large, stylized initial 'A' followed by a long, sweeping horizontal line that curves slightly downwards at the end.

Al Kassam
Vice President, Sales
magis Technologies Inc.

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