



May 27, 1999

The Warren Group
3841 West 39th Ave
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Regarding: The Vigil Health Management "Murray Warren Experience"

To Whom It May Concern:

Vigil Health Management is a 14-month old software startup company with a unique and visionary product. We've created an electronic monitoring and surveillance system for aged care facilities. Our cutting edge software is in use around the world and our average sale is around \$170,000 US. We participate in trade shows and run a sophisticated marketing program to gain exposure, but one of our biggest challenges has been the maintenance and growth of a qualified sales pipeline.


A close friend of mine runs a firm called Hill-Murray and Associates, which develops and operates wastewater management and water reclamation systems to cities in Canada, the US and the Caribbean. He mentioned their recent pro-active business development experience with Murray Warren from the Warren Group and my firm subsequently retained the Warren Group. Murray Warren put on a 3-day intensive seminar to coach and train our marketing team on how to call on the Presidents and owners of aged care and health care facilities. He helped my team identify and qualify a facility's needs and wants for the Vigil suite of products.

With minimal knowledge of our industry and very limited product knowledge, Murray created a 'hot' script and got on the phone and made LIVE speaker phone calls to health care complexes all over the US. Murray tape-recorded both sides of conversations for review and the script worked, it got them to open up and divulge their pains, problems and challenges. Our marketing team viewed first hand how simple and easy this pro-active business development process was. After some role-playing they were making live calls and getting high quality leads.

Murray really enjoys what he is doing; he is a 'crazy', high-energy person who knows exactly what to do and when to do it on the phone. Murray's pro-active business development techniques, voice mail scripts and all his strategies have really opened up our eyes to a focused, well thought out pipeline creation program. Any company looking to drive revenue growth should definitely look at Murray's program; it works.

(Thanks Murray, much success.)

Yours truly,



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