

MSA

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June 14, 1991

Mr. Ed Rigsbee
The Maverick Marketer
P.O. Box 6425
Westlake Village, CA 91359

Dear Ed:

Just a word of heartfelt thanks for your conscientious support on the career enhancement service project assignment.

As a result of your pragmatic recommendations, we were pleasantly surprised to discover that we are able to launch this program aggressively with a 20-25% smaller promotional budget than originally anticipated. Your suggestions and resourcefulness are enabling us to get the kind of maximum mileage out of a moderate budget which could well provide the critical advantage for a small business like ours!

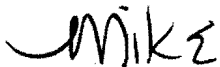
Based on your input and gentle "arm-twisting", we have indeed rethought the strategic positioning of the service and now agree that this redirection should expand our target audience with no extra cost or effort.

Ed, as you know, when you're not just involved - but "live" the business - its difficult to see things in ways other than what we are accustomed to. Thanks to your diligent preoccupation with learning our business and market...and your persuasiveness that we keep an open mind, the output of your prudent perspective should impel our projected revenues even further along than we had originally planned.

We appreciate that although our enhancement service might be for you a moderately-sized project, the enthusiasm, energy and time you devoted made us feel like you were a partner instead of a supplier! Many thanks.

Please feel free to use me as a supportive reference as to your ability to make an impactful, pragmatic contribution to a moderately sized business such as ours.

Best Regards,



Michael A. Liebowitz
Principal

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