

March 24, 2005

Mr. John Nienstedt, President
Competitive Edge Research & Communications
2170 Fourth Avenue
San Diego, CA 92101

RE: San Diego State University Master Plan poll

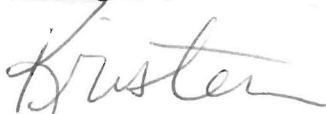
Dear John:

I wanted to write to thank you for the work done by Competitive Edge on the San Diego State University Master Plan poll. Both my client and I were pleased with the results and the analysis of the results that you provided.

The results of the poll were instrumental in helping us identify the most effective project messages and potential trouble spots with the plan. It also provided an accurate assessment of the level of support enjoyed by the university in the community. This information was very helpful in our efforts to develop effective communication tools.

I would not hesitate to use Competitive Edge again for future public opinion research projects. I look forward to working with you again in the future.

Best regards,



Kristen M. Byrne
Vice President