

October 24, 2007

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

Dear John:

On behalf of our client, I wanted to extend our thanks to you and your team for your outstanding work on the recently completed research in San Marcos. As usual, your team did an outstanding job of getting the poll together quickly, out in the field when it was critical and providing my client with the kind of critical analysis that has become your hallmark.

We've worked with many pollsters and have found your approach to be not only accessible, but accurate, reliable and easily understood. For the effort in San Marcos, your research and recommendations were instrumental in helping us direct our clients' course of action as they faced a potential referendum on their project. As is true with hotly contentious political issues, it isn't necessarily what you do, but what you don't do that determines who is successful. It was clear from your research that an overreaction could backfire on our client, and ultimately led to a clear path of what not to do.

Thanks again for your efforts. You have once again proven that you are the right pollster for our research needs.

Sincerely,



Craig Benedetto
President