

July 23, 2007

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

Dear Mr. Nienstedt:

On behalf of the staff and Board Members of the San Diego Humane Society and SPCA, I would like to thank you and everyone at Competitive Edge Research & Communication for your exceptional work on our recent market research project.

Our experience with your company was exceptional! Your responsiveness during this project was commendable and the project was delivered turn-key from start to finish. We are currently in our strategic planning phase, and the scientifically sound market insight that you provided to us will surely influence our decisions. The market research you collected has been and will continue to be a valuable source on which we base our future communications efforts.

While I was impressed with the research itself, perhaps what impressed me most was your wonderful staff and their commitment to our organization's goals as well as the individual project. Not only were all team members professional, but also were a joy to work with. Several Competitive Edge Research & Communication staff members even showed up to our annual Walk for Animals on May 5th! Your remarkable dedication to the San Diego Humane Society and SPCA's mission was appreciated more than words can express.

Once again, I offer my sincerest thanks to you and everyone at Competitive Edge Research & Communication. After such a wonderful experience, I eagerly offer my recommendation of your services to any future clients, and I hope that the San Diego Humane Society and SPCA will have the chance to work with you on another project again in the near future.

Warmest regards,



Simran K. Noon
Director of Public Relations and Marketing

