



5159 Federal Boulevard
San Diego, CA 92105-5486

September 27, 2011

John Nienstedt
President
Competitive Edge Research & Communication
2170 4th Avenue
San Diego, CA 92101

Dear John,

As I reflect on the relationship that has developed between our companies over the years, I am reminded of just how critical it is to having knowledgeable and caring partners surrounding you in a highly competitive environment. By getting better information about our customers' experiences we have been able to address operational issues that might never have surfaced. CERC was primarily instrumental in our efforts.

I appreciate your personal assistance throughout our working relationship. You have made doing business extremely easy. Over the many years that I have been in this industry, there are a handful of people and companies that I have done business with that I can truly say it was a pleasure doing business with. It should go without saying, but CERC is at the top of my list.

I look forward to future opportunities to work together.

Sincerely,

A handwritten signature in black ink, appearing to read "Ingo Hentschel". The signature is fluid and cursive, with a large initial "I" and "H".

Ingo Hentschel
VP of Field Operations – California
Cox Communications
5159 Federal Blvd
San Diego, CA 92105

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