



September 29, 2003

To whom it may concern:

This letter is in regards to the working relationship that Fallon Research & Communications, Inc. has had with Competitive Edge Research for the past 10 years.

As an industry professional and trained opinion researcher, I have worked with many different interviewing and data gathering firms throughout the country, but always rely on Competitive Edge for my most important projects and clients. They have continually provided me with a high level of service, a cadre of well-trained interviewers, and professional guidance and oversight from the management that is a value-added feature to which no price can be assigned. Their work is always an outstanding value and completed at the time they promise that it will be done.

The types of projects I have worked on with Competitive Edge include major political campaigns, minor political campaigns -- which they treated with equal importance -- trade association membership surveys and narrative opinion leader interviews. Their data is easy to use, and the staff is always willing to provide assistance and advice about any phase of a project. However, the most gratifying aspect of our working relationship is that they seem to be as concerned with my company's success as I am, and have become a true strategic partner.

I can highly recommend Competitive Edge without reservation to any organization that is considering hiring them for research services. Please feel free to call me at 614-341-7005 if you need further information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul M. Fallon", is written over the typed name.

Paul M. Fallon
President