



October 2, 2003

To whom it may concern:

**NCG Porter Novelli**  
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I understand you are facing a decision about which polling firm to hire. There is probably a lot riding on that decision. Therefore, I would like to recommend Competitive Edge Research & Communication, Inc. as the pollster you can trust to do the job. Our experience with them has always been excellent; particularly because they produce accurate results that we can actually use to help our clients succeed.

In our most recent experience, company President John Nienstedt was intimately involved with every step of the project. At the outset he was the one who helped us hone our client's research objectives by rigorously examining what it was they really wanted to know. From crafting the focus group discussion guides, to designing the questionnaire, to analyzing the data and finally presenting it, John collaborated with us to ensure that we gained the insight necessary to make the big decisions regarding message and media. And even though our stakeholders were tough to please, the entire Competitive Edge team dealt with the disparate agendas in a professional manner.

Porter Novelli has engaged Competitive Edge numerous times and each time they have gone beyond the top-line numbers to tell the real story of what is happening in the community. I like working with them and the fact that they care both about getting the numbers right and providing actionable analysis. I recommend Competitive Edge without reservation.

Sincerely,

A handwritten signature in black ink that reads 'Steve Dalton'.

Steve Dalton  
Vice President