



**Fallon Research & Communications, Inc.**

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September 14, 2009

Shari Ciancio  
Competitive Edge Research  
2170 Fourth Ave.  
San Diego, CA 92101

Dear Shari,

Now that we have had the opportunity to work together on a multitude of different types of focus group projects, I feel remiss for not taking the time to let you know how much I appreciate the quality of the work that you and the Competitive Edge Research team have provided my company. While I cannot think of any aspect of the work that has been short of flawless, a few areas of performance warrant specific mention.

The percentage of respondents you recruit for my sessions that show-up is so high that I had to lower my quotas to ensure enough space in the focus group rooms to accommodate all of them. In fact, of all the projects we have worked on over the last year, I cannot recall a single one in which fewer than two of the respondents failed to attend. Undoubtedly, your new reconfirmation protocols have fine-tuned a critical aspect of research that eludes most of the other companies that I have worked with.

I cannot recall a team of recruiters that has had such a remarkable record of success at identifying focus group respondents that are so perfectly suited for the types of quantitative sessions that I need to conduct. The respondents always seem to fit the required criteria and be superb participants. On some occasions clients that were observing the sessions remotely were so impressed that they have asked me where I was able to find such stellar participants.

There have never been any problems or "surprises" since my company has started working with Competitive Edge Research to perform focus group respondent recruitment. Every aspect of the recruitment process seems to be perfectly orchestrated for maxim effect and impact. The quality of the research services that I have been able to provide my clients has profoundly elevated my standing with them and resulted in many important and valuable accomplishments that could not have been achieved without your help.

Thank you for all the work you and your team have done to make my opinion research projects so successful.

Sincerely,

A handwritten signature in black ink that reads "Paul M. Fallon". The signature is written in a cursive, flowing style.

Paul M. Fallon  
FALLON RESEARCH & COMMUNICATIONS, INC.