

# Building Customer Loyalty...

...is helping to create a stronger and more stable future  
for our company...



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CPI Building Customer Loyalty  
7049 Collins Avenue  
Pennsauken, NJ 08109-2745

Attn: David Saterlee;

Dear David;

Thank you for your request for my comments regarding your Building Customer Loyalty (BCL) programs. I would be happy to share my thoughts with you and with anyone who might be considering using BCL for their customer retention needs. We have been using BCL since 2001. As time has passed, it has become an increasingly important part of our business. During the first three months of this year, we have received an average of 40 sales leads for every 100 customers we have enrolled into the program. In addition, this does not include customers who simply picked up the telephone or sent us an e-mail as opposed to mailing in one of the reply pieces. As time passes and more of our customers re-enter the market, the numbers should continue to improve even more. We are turning the corner from simply satisfying our customers to earning their loyalty; CPI's ability to keep us in touch with our customers has been an important part in allowing that to happen. By helping us hold on to our customers, BCL is helping to create a stronger and more stable future for our company.

Sincerely,



Marge Reilly  
Facility Manager

/mmr

