

Building Customer Loyalty...

...many past customers chose to do business with us
again because of BCL...



Charles White
Continuity Programs, Inc.
4375 Pineview
Walled Lake, MI 48390

Dear Charles,

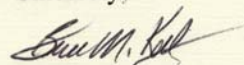
It's been just over two years since we began using the Building Customer Loyalty program. I am happy to report that we are satisfied with the results from the program and that it has more than paid for itself.

When you introduced us to the program, we were in the beginning stages of determining our customer retention plan and how best to market ourselves to our customer base. Choosing BCL was the right decision because of the consistent customer contact provided by the program. Many past customers re-entering the market have chosen to do business with us again because of the BCL program.

The BCL program has become a main part of our overall marketing. In addition to keeping our name "top of mind", the returned customer satisfaction surveys provide an objective way of measuring our customer's satisfaction.

I would highly recommend the BCL program. Feel free to use me as a reference.

Sincerely,



Bruce M. Katz
Limited Partner