

Building Customer Loyalty...

...we have received many compliments from not only customers but also our referral sources...



The Berlin City Bank

Continuity Programs, Inc.
PO Box 33321
Detroit, MI 48232-5321
Attn: Larry Roache

Dear Larry,

I would like to take this opportunity to thank you and everyone at Continuity Programs, Inc. for helping us succeed with your Building Customer Loyalty Program. Since our initial sign up in January 2004 we have received many compliments from not only customers but also our referral sources. As the program continues to be developed here at the Bank we are excited about the potential for not only customer retention but also new customer activity.

Our mortgage originators have found the reporting helpful and your staff has been proactive in calling with "hot" leads. The BCL program has allowed our origination staff to actively pursue customer leads and also concentrate on effective referral sources.

Again, thank you for assisting in our mortgage success.

Sincerely,

Wendy Olson
Vice President
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Conway, NH 03818
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