

ASSETS ACCOUNTING

Chiltern Chambers, T 0118 946 4700
St Peters Avenue, F 0118 946 4880
Caversham, E mail@assets.ltd.uk
Reading, RG4 7DH W www.assets.ltd.uk

C Cowap Esq
Advance Xtra Limited
Merollan House
2 Applecroft
Newton Longville
Bucks, MK17 0DH

Our ref: AJW/SM

7 February 2006

Dear Colin

We have used the services of Advance Xtra Limited for various telemarketing campaigns over the last two years aimed at the SME market level, and these have resulted in a large number of productive meetings and a sign up rate of around 1 in 5, of which some have resulted in new annual fees of in excess of £5,000.

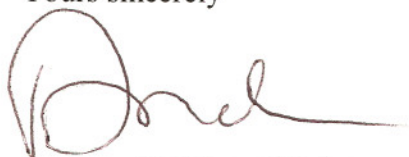
In all of our dealings with Colin and his staff, we have found them extremely professional, helpful, and courteous, and Advance Xtra Limited have acted as our telemarketing arm, from their office, without prospective clients having knowledge of the fact that these services are being dealt with externally.

Our advice to new companies would be not to target clients which are either too big in relation to the firm they represent, as these businesses are not likely to bite, and to avoid those that are too small, as the potential fees that could be generated will be swallowed up in the time and cost of attending the appointments.

We have also found that the telemarketing campaigns have enabled us to engage new clients in an approximate 25 mile radius of our office, and therefore marketing lists do not have to be restricted to local ones. Advance Xtra Limited have sourced some of our marketing lists over the period of our association, and these have been of good quality.

Kind regards.

Yours sincerely



Andrew J Wilson FCA