



Our Ref: TJM

Date: 18 January 2008

Mr C Cowap  
Advance Xtra Ltd  
Merollan House  
2 Applecroft  
Newton Longville  
Buckinghamshire  
MK17 0DH

Insurance Brokers

Independent  
Financial Advisers

Accountants\*

Corporate Finance\*

Dear Mr Cowap

As you know you have now been running telesales campaigns on our behalf for over two years.

I am just writing to say that we are absolutely delighted with the campaigns both in terms of the feedback we are getting on your professionalism but also our conversion rates.

We were new to telesales and therefore our main concern was the outlay at the beginning with just your word that most practices that you deal with convert at least three targets into clients out of each block of twenty. We have exceeded this on every block so far and the fees have paid for your fees at the very least.

We have also been surprised with the quality, especially when we have been selective on the target market.

Thank you very much to you and your team and I do hope this continues in the foreseeable future.

Best Regards

Yours Sincerely

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