



The Canadian
National
Institute
for the Blind
Manitoba Division

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Patron:
The Honourable Peter M. Liba, C.M.
Lieutenant Governor of Manitoba

March 22, 2003

Mr. Christian Laudinsky
Sales & Marketing Manager
MarkeTel Systems
428 Victoria Avenue
Regina, SK S4N 0P6

Dear Christian:

I am writing today to provide feedback to MarkeTel Systems regarding the use of the predictive dialers that were loaned to The Canadian National Institute for the Blind (CNIB) in Saskatchewan from July through December of 2002.

As you may be aware, the CNIB has organized a 'lottery calendar' for several years. We'd found that our sales had stagnated and we were looking for alternate ways to market this important fund-raising project. We found just what we needed in the MarkeTel Systems predictive dialers.

While the CNIB had tried telemarketing in the past, the manual method we used was both ineffective and cumbersome. Photo-copying telephone books and manually calling names was time consuming, resulted in many busy signals & no answers and was very frustrating for staff.

The predictive dialer system offered to us by your company was very beneficial. We have seen our sales increase dramatically, while costs are down and efficiencies improved. As a comparison, the CNIB in Saskatchewan sold approximately 1,900 calendars through telemarketing in 2001, resulting in about \$57,000 in sales. In 2002, with the use of the predictive dialing system, the CNIB sold approximately 3,500 calendars through telemarketing, for a gross revenue total of \$105,000; an increase of over \$45,000.

I would also like to comment on the administrative and technical support received from MarkeTel. Being relatively new to telemarketing and predictive dialers, it was important for CNIB staff to receive guidance and technical advice from your company. You were never more than a phone call away,

Mr. Christian Laudinsky
Page 2
March 22, 2003

and while most challenges could be solved over the phone, we also received personal support when needed.

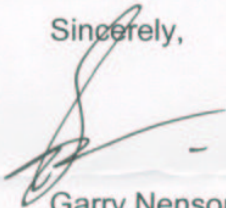
Further to this, MarkeTel helped us to source call lists and negotiate extremely good pricing for this information. And yet further, MarkeTel staff provided database conversion support in order to have call lists (and other names within CNIB databases) converted to a format that could be fed into the predictive dialers.

I should further comment that due to the success of telemarketing in Saskatchewan, the Manitoba division of CNIB also elected to take on a lottery calendar project. The predictive dialers were used to call into Winnipeg and Brandon (the two largest urban centres in Manitoba) and over 3,300 sales were done, resulting in about \$100,000 in revenue.

Christian, we are very pleased with the predictive dialing systems, the software, technical & administrative support, along with the personal service received by MarkeTel Systems. So much so that we agreed to purchase two dialers from your company.

I would highly recommend the products, service and support of MarkeTel Systems and would be happy to discuss this personally with prospective purchasers. I can be reached at (204) 774-5421, extension 236.

Sincerely,



Garry Nenson
Director of Development
Manitoba & Saskatchewan