



Mr. Paul Johnson
Panache and Systems
149 Azalea Chase Dr.
Suwanee, GA 30024

Dear Paul:

Thanks for partnering with us on our recent project. You helped us make the project a success and satisfy our client.

Our client retained us to do a fast-track software product launch in the health care space, and we were glad to be able to lean on you to complete several of the deliverables. You created a very effective Unique Selling Proposition after the analysis of our research material. Their current tagline of "Better Information, Better Business, Better Health" is a direct result of your help in nailing down their brand identity. We've been successful in gaining positive decisions from physicians and health clinics using the marketing campaign we built around that premise.

Oh, and thanks for creating the sales and product training plans. They we're well-designed, effective, and economical to deliver. More importantly, they got our client the results they desired.

Paul, you always deliver what you say you're going to deliver, and then some. You make it easy to work together by fulfilling expectations and delivering on time. I look forward to our next opportunity to work together.

Sincerely,

A handwritten signature in blue ink that reads "Steve McCullough".

Steve McCullough
President