



Graphic Communications

Linda Keefe
Shared Results International
1 Grove Street, 201D
Pittsford, NY 14580

Dear Linda,

The recent market research that you've completed – testing aspects of our soon-to-be-released product – was excellent. You made it easy for us to gather the information we needed to make strategic, high-risk decisions.

Your ability to come into our company (an industry you knew little about), have discussions with us, and translate those ideas into meaningful questions was invaluable. You got the answers we needed.

Your work was very influential in the way we proceeded to launch the project -- how we brought it to market. In some instances, your data affirmed what we wanted to do.

In other instances, your research made us take a different look and inevitably saved us from making mistakes – from spending \$70,000 to \$80,000 unnecessarily.

We look forward to working with you on future projects.

Sincerely,

Bill DeMarco
Kodak Product Manager