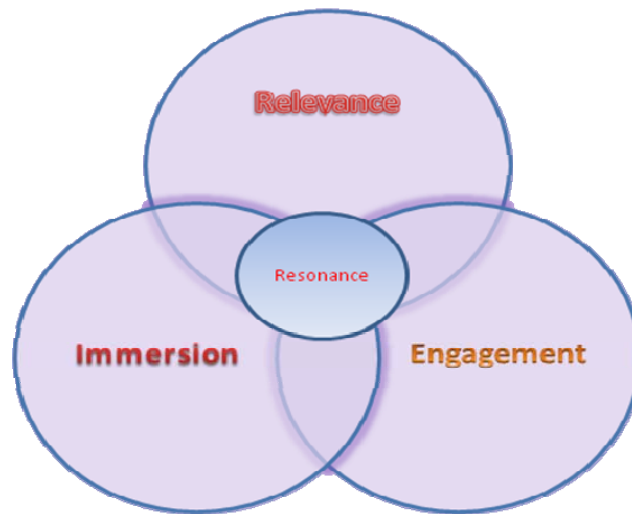


Re: Amplification to underpin reasons for our Enthusiasm

As you can imagine, we're excited about the possibility that we may be engaged with you in developing your vision. This is because our jointly developed designs capture components we believe that are pivotal to such an expression - the keys being relevance, immersion and engagement. When convergent, these, we suggest, result in a so-called resonance of experience, the experiential sweet spot. The following figure illustrates the concept:



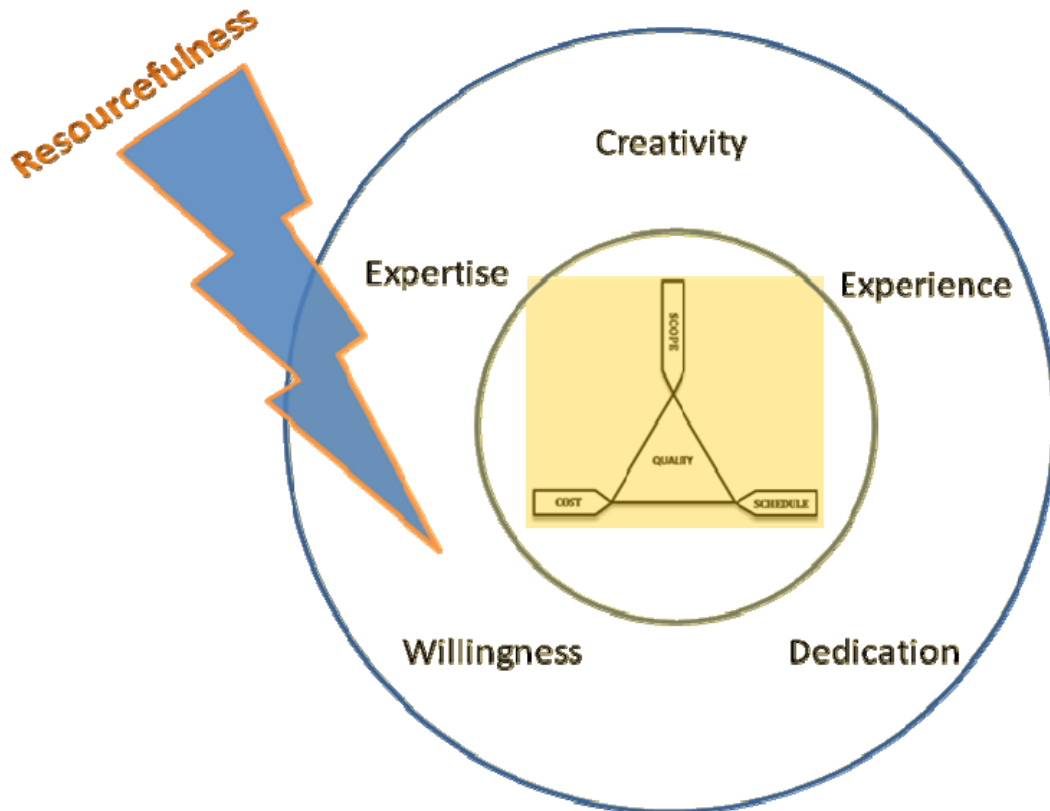
The Experiential Sweet Spot

If I may, I'd like to underscore that we believe we have a lot to bring to the developmental partnership. In our offering, we include creativity, expertise, experience, willingness and dedication - yes we have that. **Resourcefulness**, though, catalyzes all of these other ingredients. We offer that to you too.

These are the tools that result in our robust and proven ability to work with you to overcome the challenges that will inevitably face the project. Delivering on this promise is what we excel at doing and underpins the pride we take in our work.

The work, the hard work of the development will take place within the context of the 'project management triangle' paradigm. To most successfully do so, requires an affiliation of folks that

have the aforementioned characteristics. We do and you do too and THAT is why we are so very interested in being on your team.



Ingredients for Successful Realization

Again, we think this can be very special and we want to be part of it if you'll have us. We believe we offer a unique value to you and would like an opportunity to show you if you'll please consider it.

Thanks for this opportunity.
John Marhoefer, CEO