

LIVE WIRES

CUSTOMER ACQUISITION SPECIALISTS

22/10/02

To whom it may concern,

Re: Line2Line Concepts Limited

Live Wire Marketing Limited, trading as "Live Wires," is an Australasian direct sales and marketing organisation specialising in running customer acquisition campaigns for the Telecommunications Insurance and Energy Industries.

Live Wires has contracted the services of Line2 Line Concepts Limited for several direct sales campaigns throughout New Zealand and Australia over the past three years.

Our organisation has dealt with literally hundreds of individuals and sales organisations over the past several years and has found Line2Line to be the most professional and administratively competent sales channel to date.

The Line2Line team has given us excellent results in all campaigns we have contracted them to do, generating a total of over 100,000 new customers for the following organisations;

WorldxChange Telecommunications	-	SME and Residential
CallSouth Telecommunications	-	SME and Residential
TrustPower	-	SME and Residential
Country Energy (Australia)	-	SME and Residential

Line2Line is equally capable of managing successful Door-to-Door and Telesales campaigns in both the Small Medium Enterprise (SME) and Residential markets. This dual focus has allowed Live Wires the luxury of running fully integrated campaigns with a single point of contact.

Having been a General Manager in the Telecommunications industry, I understand the significance brand risk an organisation takes when it out-sources it's sales and marketing efforts and do not take it lightly. I have every confidence in the professionalism of the Line2Line team and their representation of our company.

We look forward to continuing the working relationship in the future.

Yours Sincerely,

Shane Murphy
(General Manager)

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