



Market Evaluator

March 12, 2007

Mr. Andrew MacBean
24 A Woodhurst Road
London, England
W3 68P

Dear Andrew:

Thank you for making the launch of Market Evaluator such a success. We came to you with a very difficult brief to explain how a completely new market research technique could measure peoples' values. Our launch at the Worldwide Market Research Conference (ESOMAR) determined if our company would succeed or fail.

You got to the heart of what we were trying to communicate; that we could explain "what people are really thinking." We opened the conference and were instantly memorable as we were the only presentation with video and photographic slides, not data heavy PowerPoint!

The story you had created for us was so clear, that we not only received the validation we required from the research community, but generated a lot of leads and sales.

We owe the successful launch of our company to your clarity, creativity and understanding of how to engage an audience.

Thank you,

Madeline Hamill, PhD
Managing Director
Market Evaluator, LLC