



July 17, 2008

Mr. Barrett Blank  
President  
BB2e.com  
7124 S. St. Paul Street  
Centennial, CO 80122

Dear Barrett -

As you know we believe that Internet marketing tools are a critical way for small businesses like ours to stay competitive in today's economy. We have been involved in many marketing and customer service efforts to include television, print, and direct mail and none have proven to be more cost effective than the web tools and marketing services provided by BB2e.

Our web presence has provided 4 The Home with a steady improvement in visitors and leads while keeping our marketing costs down. The Internet has also been a valuable way for us communicate with our existing customer and reach new customers

The Contribute interface that BB2e provided has enabled us to enhance our communications with clients through weekly website content updates. Our customers and prospects appreciate our on-line presence and use [www.4thehome.com](http://www.4thehome.com) as a way to shop from home and save time and fuel. We believe that this has resulted in greater relationships, qualified leads and revenues.

In addition to our enhanced web presence, BB2E gave us the ability to quickly send out quality email messages to thousands of our opt-in subscribers. This eNewsletter has provided us with the ability to announce weekly specials, inventory changes, and great buys.

BB2E also helped us to monitor our campaigns and collect critical statistics and information about our prospects and customers. We have used this timely information to fine-tune our web marketing efforts on a weekly basis.

We plan to implement your proposed CRM system which will take us to the next level in understanding and responding to our customers.

As you know we shopped around before selecting BB2e and are pleased with our choice. BB2e worked with us to determine our business goals and to implement cost effective web based solutions.

We look forward to being a long term client and would welcome the opportunity to speak with other businesses considering your services.

Sincerely,

John Curran  
President - 4theHome Furnishings

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