



May 11, 2011

To whom it may concern:

I lead RTCrM's Analytics, Marketing Operations and Media disciplines. RTCrM is a full service Relationship Marketing agency based in Washington, DC.

RTCrM engaged Strategic Software Systems in 2002 to perform data warehousing and campaign management services on a client engagement. This relationship continued until approximately 2009. The client's database was relatively small at the onset of the engagement – less than 400,000 individuals. The database size grew throughout the duration of the engagement as marketing success was demonstrated. We ran campaigns that ranged in complexity from simple, single segment and single touch, to complex, encompassing multiple segments and versions with multiple test cells over a series of touches. Annual campaign volume tended to fall in the 10-15 quantity range.

During this time I found the Strategic Software Systems to be extremely collaborative, detail oriented and proactive in servicing both RTCrM and our mutual client. Strategic Software Systems designed a marketing data warehouse system that was simple yet supported all of our and our client's requirements.

My experience showed me that Strategic Software Systems is a client and service oriented organization that understands client needs and delivers the appropriate solution that aligns with requirements and budget. They took the time to understand our unique needs to ensure satisfaction with the service they provided. I comfortably recommend them for situations that are similar to the client situation I experienced.

Regards,

A handwritten signature in blue ink, appearing to read "Michael Duke", with a long horizontal line extending to the right.

Michael Duke
SVP/Director, Marketing Intelligence