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February 10, 2004

Vince Poscente
Be InVinceable
2528 Elm Street #300
Dallas, TX 75226

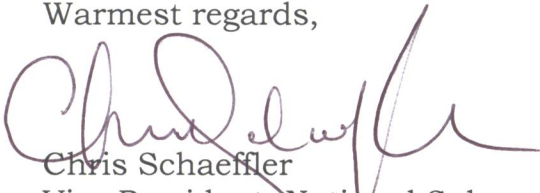
Vince,

I apologize in the delay in getting this to you but I want to thank you for your outstanding presentation to our sales team! The feedback we received was overwhelmingly positive- the general consensus was that you were the best guest speaker First Franklin has ever heard. This is significant since many members of our sales team have been to many motivational talks prior to Anaheim.

I appreciate the time you took to research our firm and understand its culture and philosophy of conducting and growing our business. Your message nailed home our corporate vision (i.e. "3 in 3") and your ability to weave that into your "5 Cs" was uncanny. With the thunderous standing ovation you received, your words undoubtedly struck a motivational chord with our sales team. They left our event energized and focused on becoming the best they can be. You played a significant role in making our first national sales conference a remarkable success. On behalf of First Franklin, thank you!

I hope we can find another opportunity to work together in the near future.

Warmest regards,



Chris Schaeffler
Vice President, National Sales