

June 12, 1997

Mr James Quinn Meridian Productivity Services 19 Royal Square St Helier Jersey Acxiom UK Limited Publicity Centre Hendon Road Sunderland Tyne & Wear SR9 9XZ Telephone: 0191 565 7152 Facsimile: 0191 510 1639

Dear Jimmy,

This letter is to convey my thanks to you and the rest of the Meridian team for the work put in with my people on the productivity improvement programme.

I found the initial study to be interesting, in addition to aspects which I suspected were present, there were others which were less obvious that your team bought to the surface.

The feedback I have received from my folk has been very positive, they were obviously keen to learn, and got a great deal from the one-to-one coaching style of education Meridian provided. They are also pleased to be receiving the follow-up visits from yourselves which are providing them with 'refresher' training and auditing and providing myself with the confidence that the lessons learnt during the programme are being applied in regular day-to-day activities.

Although it is early days, the results achieved so far give me a deal of confidence that the projected return on investment will be achieved. Indications are that overall labour gross margins are up by 4% to 5%, which, provided they are sustained will give a return on our investment (£58,000) of very nearly 3:1.

Apart from the numbers, I am pleased to say that the thinking and techniques that you have introduced have bought about a behavioural change in the group leaders, which is to the benefit of both individuals and the company. They now have a deal more ownership, responsibility and accountability for their teams' performance, which is very important in an organisation that is so dependant for its success on its shop floor people.

Once again, many thanks, and I look forward to seeing you again at the next audit visit in August.

Yours sincerely,

Richard Lewis

Director and General Manager