



26 June 2008

To Whom It May Concern

Re: UNIVEX SYSTEMS

It is a distinct pleasure to recommend to you our esteemed business associates and long time friends, David Abouav and his team at Univex Systems. Univex are a solid and reliable partner and experts in their field.

In my capacity as Chief Operations Officer at Danoz Direct Pty Ltd, I have worked closely with David for five years.

David has managed the design and implementation of our IT platform including both hardware and software systems. His work has been a major factor in our company's continued success in the direct marketing industry.

Like most marketing businesses, our company is organized into functions. Univex interacts with virtually all of them. We are possibly the only vertically integrated direct response company in Australia. We have our call centre and fulfillment functions all under the same roof. Univex has made it possible for us to operate seamlessly from the customer's first call to place an order, to credit card and cheque processing and dispatch of the order. We can also provide a superior after sales service for Returns and customer complaint resolution using Univex.

This is all the more extraordinary when one considers Univex was not initially designed for businesses such as ours. In a relatively, short amount of time, David and his team were able to modify and adapt their existing software to suit our needs.

We were under pressure to get a system up and running quickly, so David worked tirelessly, commuting between Melbourne and Sydney to ensure we could continue to run our business without negatively impacting our customers' experience.

A few years on, we are operating with a robust and reliable system. David has provided us with a support team who are fantastic with their service and always available for assistance. His team are well trained and well informed. They are more like a member of our own staff than an outsourced service provider.

We look forward to an ongoing partnership with Univex as we steer our business into the future.

For further information please do not hesitate to contact me directly at liz@danoz.com.au

Sincerely,

A handwritten signature in dark ink, appearing to read "Liz Diles", with a long, sweeping underline that extends across the width of the signature area.

Liz Diles