



6/20/97

To whom it may concern:

Newman Mallon played an integral marketing role in the launch of PCI's Asset MINDER PRO software, providing crisp, concise copy for our brochure, packaging, web pages and ads that was far more succinct, features and benefits oriented and engaging than other copy that was done previously.

Newman was able to quickly understand the product features, market positioning and hot points of our target audiences and articulate them in a compelling and enticing manner.

His experience and market savvy helped us put together a marketing campaign with a consistent corporate look and image throughout. We feel his suggestions will enable us to greatly increase product registrations for our software as we approach its release. This will enable future sales and upgrade announcements to our customers and save us considerable time and expense in software production and distribution costs.

Finally we found Newman dedicated and conscientious in working to tight deadlines with us, enjoyed working with him and look forward to a successful campaign as our product launch begins. We would highly recommend him for any writing or consulting assignments you may have, particularly in the high tech and computer software marketplace.

Yours sincerely,

A handwritten signature in blue ink that reads 'Nick Francis'.

Nick Francis President
& CEO

tk:NJF