



ROBBINS RESEARCH INTERNATIONAL, INC.

To whom it may concern:

October 20, 1993

Upon reviewing a marketing presentation from Mr. Daniel Lappin, I find that his description of information economics assisted me to establish a broader awareness for sales and marketing information management as a tool to achieve corporate profits. He demonstrated a good understanding and appreciation of how information management is as critical as financial management in our environment, a knowledge based company. As well, he expresses a strong vision to integrate corporate strategic planning with tactical market execution. As Daniel continues to refine and simplify his presentation it will increase in impact and bottomline appeal.

I wish him all the best as he integrates business data with academic insight to formulate new economic and business principals.

Cordially,

George Landgrebe
Chief Executive Officer

9191 Towne Centre Drive
Suite 600
San Diego, CA 92122
(619) 535-9900
FAX (619) 535-1322