



December 13, 1999

Dan Lappin  
420 Burk St. #102  
Oakland, Ca 94610

Dear Dan,

I wanted to thank you for participating in the marketing test of LGE's Mentally Tough Public Programs in California since this past February. Your contribution was essential to help LGE refine our strategy for the year 2000.

In your capacity as a major account representative, you successfully established a sales pipeline of medium and major corporations and sold a representative number of them into the Public Program as the first step in their evaluation of LGE's performance solutions. Part of this success came from your effective contact of upper executives within these companies, especially in the demanding California technology market. Those executives, or their delegates who attended the Public Program, were well qualified for the urgency of their need and their willingness to consider financial investments for long term strategic programs. From hearing you give sales presentations over the telephone, you elegantly represented the vision, financial impact and tactical implementation of the LGE Programs for individuals and organizations. As well, you effectively positioned these accounts to purchase LGE's programs.

You were the front-line of this test program. Your feedback on market and account strategies, and your contributions to curriculum design and program architecture was very helpful. This gave us important insights to shape our decisions and strategies. Thanks for your willingness to give further suggestions during our strategic planning.

As we have discussed, the test versions of LGE's Public Program did not have the financial return necessary to continue these programs in the test format. Consequently, we are redesigning the program to achieve higher returns. When we complete this task in January 2000 we will reestablish our dialogue with you to discuss what role you might play in our next corporate marketing campaign.

Much Success,

A handwritten signature in black ink, appearing to read "Jeffrey Paul Howard". The signature is fluid and cursive.

Jeffrey Paul Howard  
Senior Vice President  
Sales & Marketing

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TOUGH®**

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