

Pyng Medical Corp. is the developer and manufacturer of the proprietary, award-winning **FAST1™** Intraosseous Infusion System. **FAST1™** is the most rapid, reliable and safe alternative to conventional IV infusion providing lifesaving vascular access for fluid and drug resuscitation in shock and trauma victims.

We first contacted Lead Generators International (LGI) to determine if the US hospital market would be a suitable market for Pyng to pursue as a new channel for us to sell our products. Traditionally we have sold to military organizations around the world.

We felt that if there was a way we could determine if the hospital market would buy from us before committing to large sales and marketing expenses, this would be money well spent. LGI did just that, for \$10,000, they conducted the necessary research to determine the scope of opportunity selling into the US hospital market. Their findings indicated the US Hospital market would be an excellent market to pursue.

With this valuable market data uncovered by LGI we decided to engage LGI in an appointment setting campaign to set appointments with buyers in this new market. We knew this would be a challenge given the very complex nature of medical sales. The audience is typically medical physicians and other highly trained individuals, however we were confident LGI could deliver solid results given the extremely high caliber of their callers and the rock solid results guarantee which we did not find from their competitors.

At the conclusion of our campaign with LGI we couldn't be happier with the results. Their initial market findings were validated; there indeed is a market interested and excited about our products. LGI achieved a solid 30% conversation to lead response rate. Our sales representative have been extremely pleased with how well the appointments have been qualified, and more importantly we are booking orders as a result of LGI's work.

In short, we made a significant investment in LGI and it was well worth the expense. We have noticed there is a lot of competition in the call center industry and many operators providing low cost poor quality service. We are happy to have found LGI who is clearly one of the best companies in their industry.

We are in talks with LGI to reengage them for another campaign.

Sincerely,



Dave Bonar  
Vice President Sales & Marketing