



To Whom It May Concern:

When our company, MDX Medical Inc., first heard about LGI's ability to generate promising leads for high tech companies, we were skeptical that they could properly represent our technically complex AVID software.

AVID (Advanced Verification of Integrated Dose) software provides comprehensive visualization and analysis tools that allow medical physicists or dosimetrists to easily compare planned and measured Intensity-Modulated Radiation Therapy dose distributions quantitatively.

Our question to LGI was simple: could a telemarketer, untrained in medicine, really generate leads for a software solution used by highly-trained medical physicists?

The answer was yes! LGI used a well-targeted direct mail, phone, and appointment campaign to introduce AVID to new contacts. Of those prospects, more than 50 per cent converted to leads. This surpassed all of our expectations, and trounced the three per cent result that can be expected from a standard direct mail campaign.

I would recommend LGI to any technology company looking to quickly fill their sales pipeline with highly qualified leads.

Best regards,

A handwritten signature in black ink that reads "Daryl Wisdahl". The signature is written in a cursive, flowing style.

Daryl Wisdahl  
Director of Regulatory Affairs & Product Management  
MDX Medical Inc.