

To whom it may concern:

SeatAdvisor delivers a smarter ticketing and patron management solution to help venues worldwide nurture and grow their audiences. As a proven innovator since 1999, we combine a powerful but easy-to-use ticketing system with integrated fundraising, analytics, marketing and CRM capabilities.

We contracted Lead Generators International (LGI) to augment the efforts of our in-house inside sales team. We have completed our first 3-week test pilot with LGI using one of their Lead Generation Specialists. The results have been outstanding: over 38 appointments booked. This is a call to appointment ratio of 1 appointment to 40 calls and is in line with the performance of our current lead generators.

LGI's performance matched the high caliber of our in-house inside sales team, which has been in operation for several years. At all times, LGI maintained the highest standards, delivering quality appointment after quality appointment. Throughout the campaign they were extremely professional and were conscious of representing the SeatAdvisor brand with integrity, which is why their metrics matched ours.

We are now in negotiations to continue working with LGI on an ongoing monthly retainer. I highly recommend their services as part of an ongoing Lead Generation strategy.

Very best,



Ann Chamberlin

Vice President, Sales