



To Whom It May Concern:

Royal & SunAlliance Canada is part of the Royal & Sun Alliance Insurance Group plc. Dating back to 1710, we provide a comprehensive range of insurance and financial services to customers worldwide. Here in Canada, Royal & SunAlliance employs more than 2,000 people and is represented by a large network of independent brokers.

Before awarding the telephone lead generation contract to Lead Generators International (LGI), we conducted a due diligence procedure, examining and considering several local Toronto firms before deciding upon LGI (a Vancouver, British Columbia based company). We chose to hire LGI based on their process, the quality of their people, their senior management experience, and their professionalism.

Our expectation was that LGI would contact a segment of our brokers to collect information and determine their interest in a new product opportunity. Our expectations were exceeded; we couldn't be happier with the outcome of this campaign. In fact, the results speak for themselves – 36% of the database converted to leads! This result is outstanding, particularly when compared with other direct marketing such as direct mail that typically achieves a 1% to 3% response rate.

Currently we are planning for our next campaign and will certainly call upon LGI for assistance.

Yours truly,

A handwritten signature in blue ink that reads 'S. Jemmett'.

Sarah Jemmett
Marketing & Sales Manager
Personal Specialty Insurance