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Bob Guerriero
The Journeymasters

The Journeymasters Building
254 Essex Street
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Dear Bob:

After Hurricane Katrina hit South Florida last October we were faced with a major dilemma. How can we recoup lost sales momentum and, at the same time, boost the morale of our 150 employees? I put in a call to Christine who put me together with Paul Mednis and in no time at all we put together an internal sales and incentive promotion designed to involve every member of the Saxon organization. The program turned out to be the best promotion Saxon has ever conducted in our 24 year existence.

We combined several stock Journeymasters incentive programs into one unique Saxon campaign that ran during the months of November, December and January. Because of the many Holidays and the short number of selling days, November through January are traditionally slow selling months for our company, but this program got all of our employees focused on increasing sales and recovering from the Hurricane. We utilized three Journeymasters programs; the **On The Spot Program**, the **Going Places Program** and the **Above and Beyond Program** to create our own unique company-wide incentive program. The program was easy to put together, easy to administer and extremely professional. Our Sales, Service and Admin Departments all worked together as a team to generate more business than we would have ever forecasted, even before the Hurricane.

Morale was at an all-time high, as we used the **On The Spot** scratch-off lottery tickets every Thursday to pay out CASH bonuses to every employee for equipment sales made the previous week. Additionally, every Monday we drew a winner from a Lottery ticket barrel for a **Going Places** weekend trip. And, we supplemented this drawing with a special drawing every month for a **Sapphire Level Going Places** award.

Our Grand Prize award at the end of the promotion was an **Above & Beyond** trip which one lucky technician won. This technician lost his house in the storm, but will now be able to use his award for a Honeymoon trip to Hawaii.

Many thanks to you, Christine, Paul and the entire Journeymasters Team for helping Saxon recover from Hurricane Katrina and turn a major disaster into a very positive and memorable experience. Employee morale was at an all-time high, sales increased significantly and 2005 turned out to be our most profitable year in history. The only problem we have now is how do you top this experience? I know you will have some suggestions.....

Best Regards,

Saxon Business Systems, Inc.

Florio Abbate

President