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14 February 2007

Mr. J.D.Brown  
FITZROY COMPUTER SYSTEMS LTD  
Beaverlake Crow Hill  
Crow  
Ringwood  
BH24 3DE

Dear Mr. Brown

**RE: A new study has rated your company as "STRONG"**

Congratulations, your company has been rated as "STRONG" in our latest analysis of the leading 1500 companies in the UK Computer Software industry. This is the highest accolade we award and reflects your excellent performance over the last 12 months.

What is more impressive is that you have achieved this in a difficult marketplace where 318 of your competitors are in financial danger and a record number are making a loss.

The Plimsoll Analysis – Computer Software, individually assesses the 1500 companies using the proven and easy to read Plimsoll Model. The model highlights the latest performance of each company and separates those in trouble from those getting it right. You will be surprised at some of the established names that are in real jeopardy.

The report shows you instantly, where each company is strong, what weaknesses they may have and how they have performed over the last 4 years. As a result of this analysis, we are then able to provide a rating of Strong, Good, Mediocre, Caution or Danger. These ratings expose the truth behind company performance in your market.

To order this unrivalled analysis, simply sign the attached order form and fax it back to me on 01642 626410. On receipt, I will courier your report to you.

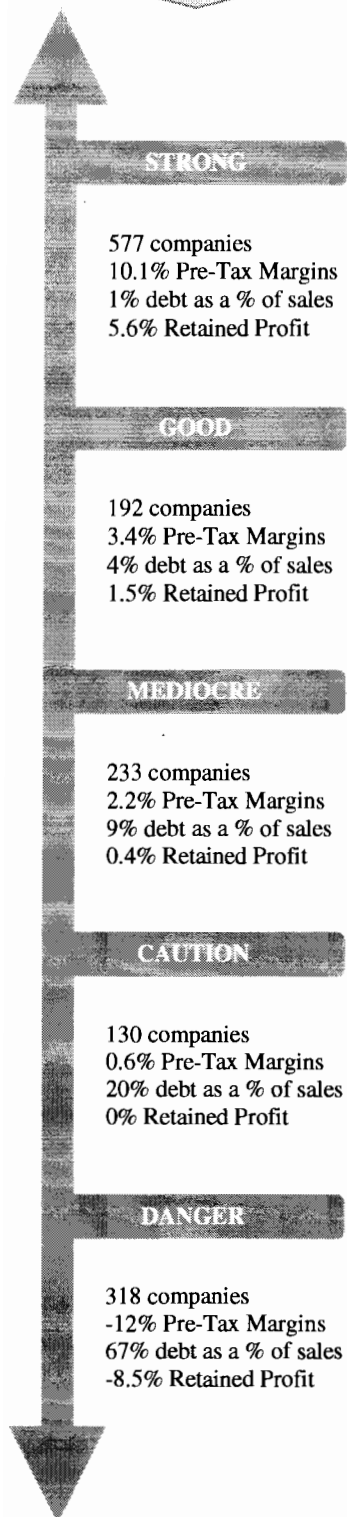
Yours sincerely

**Christopher Evans**  
Senior Analyst

PS: Order today and receive a FREE copy of a new supplementary "Ratings Pack" profiling the best and worst in your industry.

## Putting your excellent performance into context

Each of the top 1500 companies has been given one of the following ratings:



Your company is analysed on page 535 and has been awarded a "STRONG" rating in the latest Plimsoll Analysis – Computer Software. As part of this landmark analysis we have rated each of the companies in your market as Strong, Good, Mediocre, Caution or Danger.

This respected performance report is more than just a book full of company ratings. It individually assesses each company based on the latest data. Compare your own performance to:

- 318 companies in financial danger
- 50 companies growing above 20%
- 314 companies that look like good acquisition targets
- 50 companies making record profits
- And much more...

This report contains everything you need to know about your market and the companies within it in one easy to read report.

### BENEFITS OF THE ANALYSIS

The latest analysis is designed for directors to keep up with the latest development in your market. The landmark analysis includes the following features:

#### ■ Easy benchmarking

The graphical analysis we provide allows you to instantly compare your performance with that of your key rivals.

#### ■ Identify acquisitions

Spot the companies with the biggest potential to be turned around that would make the best acquisitions.

#### ■ Failure avoidance

Pinpoint exactly where companies are failing. Could there be a lesson learned from their mistakes?

#### ■ Threat Identification

The companies taking the most market share are named so you can easily identify the main threats

#### ■ Monitor the trends

A 100 paged industry analysis tells you what is happening in the market and helps you to plan ahead