

***2001 Winner, City of Seattle
Mayor's Small Business Award***

To Whom It May Concern:

February 1, 2003

Having just finished our fourth month using Preeminent Technologies ProfitMaxx, I would like to wholeheartedly endorse this product to any owner who wishes to maximize service department profitability.

Genesee has been in business for over 70 years, and in that time no other program or process that we have used has impacted our service department so quickly. With the help of ProfitMaxx, our 4th quarter 2002 will prove to be our most profitable quarter in 10 years. Our January 2003 revenues improved 30% from January 2002, yet our wages were only 75% of last January. This success comes in one of the warmest winter months in my memory.

ProfitMaxx has given us the ability to collect data that has always seemed impossible to collect and to make decision based on good information rather than feelings and assumptions.

It goes beyond Flat Rate pricing by giving us time utilization and efficiency data. Perhaps even more important is that ProfitMaxx has provided a feedback tool to our service techs to gauge their performance against company goals, individual goals and those of their peers. Our techs love this information because now they have a scorecard and a playbook.

Sincerely,

Steven T. Clark, President
Genesee Fuel & Heating Co.