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Gabriel S. Joseph III
President
ccAdvertising
13800 Coppermine Road
Herndon, VA 20171

Dear Gabriel:

Your company's assistance was invaluable to the Tax Accountability Coalition and McGuireWoods in defeating the \$1.2 Billion Riley tax in Alabama this year.

I have always excelled at turnout, however despite having surveyed several hundred thousand "likely voters" prior to testing your product - I was concerned that we were counting on TV and radio to reach the hundreds of thousands of additional voters that might actually show up election day.

Ability to GOTV hundreds of thousands of additional supporters than ever before possible. Your unique Interactive Voice Response -Speech Recognition (IVRSR) system made it feasible to go after all 1.57 million voting households, and your ability to help us target additional households based on 9-digit zip codes and other criteria truly took our turnout operation to another level.

Less expensive and BETTER response rate. I was not surprised that the IVRSR made this many calls affordable, but I was surprised that you got an even better response rate than most live operations AND that the system was so clear that many people thought they were talking to a live person. For those who realized it was automated, I have concluded that many voters are willing to start an automated script because they know they can "quit the call" at any point without being rude or trying to get the telemarketer off the phone.

Profiling even voters who refused to answer the survey. The reporting you were able to provide enabled me as general consultant to profile even the voters who would not answer the phone, or give their opinion. Your ability to take hundreds of thousands of records and break them down by demographics, counties and even 9-digit zip codes allowed us to target our GOTV efforts, through your company and by several other means, in a way that not only helped us meet our voter turn out goals but in many key areas, exceed these goals by as much as 100%.