

Bongard Corporation

Manufacturer's Representative

November 17, 2005

John Rademacher
InDepthRep
2812 So. Duff Ave
Ames, IA 50010

Dear John:

We have been customers of InDepthRep since 1988 and in business since 1975. I believe we are one of your longest continuous software users. Frankly, to join you in this was a leap of faith originally. We had little computer experience. You offered an attractive alternative to how we were managing several segments of our business. We moved away from manually preparing quotes. We junked the cardex, we automated our customer list. These were cumbersome functions, but for our small sales agency the old systems worked. Change was difficult. The payback has been huge!!

You may find the financial results interesting. Because of productivity gains and greatly increased levels of excellence in our day to day business operation Bongard Corp has prospered. Over the last 17 years the revenue has grown an average of 15% per year. The profitability has also grown.

I am not suggesting people enter this business. I am suggesting to people already in it:

- 1.If you want to grow the business without adding staff, use InDepthRep.
- 2.If you need to automate tedious repetitive functions, use InDepthRep.
- 3.If you are tired of paying for errors made by quality employees use InDepthRep.
- 4.If you want to manage your sales to each customer on each product line, no better way.
- 5.If you need to have your business communicate better to everyone, no better tool.
- 6.If employee retention and moral are low, give them this tool to perform at the highest level.

Thank you for your contribution to our business.

Sincerely,
Ron Bongard