

TRILLIUM SOFTWARE

A division of Harte-Hanks

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20th December 2010

Letter of reference for Mr. Holger Hagenlocher

Harte-Hanks Trillium Software is a leading company in the field of data integration solutions. Analysts such as Gartner or Forrester repeatedly confirm our worldwide market-leading position. In my function as Vice President Central Europe Harte-Hanks Trillium Software and director of Harte-Hanks Trillium Software Company GmbH, I know Mr. Hagenlocher as an extraordinarily competent, committed and conscientious service provider.

Mr. Hagenlocher has worked for Trillium Software since January 2008 and manages the areas of marketing and public relations in the entire DACH region as an external employee. Mr. Hagenlocher has the certainly not always easy task of actively supporting the communications work of Trillium Software in the DACH region despite a limited time and cost budget and thus supporting its business aims in Central Europe. Mr. Hagenlocher is responsible for both the planning and the performance of the measures. Both are done in direct consultation with management and the US marketing department.

As regards content, his area of responsibility completely covers the marketing area from compiling a marketing plan including a local market and competitor analysis to the implementation of the planned activities. This includes adverts, online banners and advertorials, media planning, texting email newsletters, social media activities (Facebook, Twitter, etc.) to maintaining the German language website. His responsibilities also include selecting events geared to the target group (trade fairs, conferences, etc.) and also the production of advertising materials and advertising technology (proofs, etc.).

In addition, he supervises press and public relations work including the production of press releases, articles and technical contributions as well as initiating and maintaining contacts to the relevant IT and economic journalists.

Mr. Hagenlocher has extremely profound professional experience and broad specialist knowledge. In addition to his competence we also greatly value Mr. Hagenlocher's pragmatic and cost-conscious approach.

We know Mr. Hagenlocher as a constantly committed and proficient person who manages his area of responsibility with a great deal of skill and the necessary prudence and very autonomously. His conduct, both internally and externally, is exemplary at all times.

Best regards
[Signature]
Klaus Webersinke