

DENMAC FORD

'Denmac Does the Deal'

12 December 2008

To Whom It May Concern,

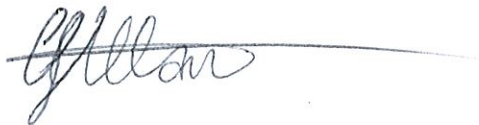
Re: Synergy CRM
Michele Cherry
Mike Babarovich

I'd like to express my thanks to the Synergy team for the negotiating, installing and running of the CRM product we recently had installed at Denmac Ford and Bremer Ford. I've found the End of Day Letters to be a quick and efficient process that's easy to run and is a great tool for branding and marketing. Furthermore, with a default to email, it's also a very cost effective exercise.

The Target Marketing program is also a simple exercise that allows us to market to specific customers of our choosing thus eliminating time and money wasted on customers who are not relevant to the particular campaign while still getting our message out. Our CRM package also included an Inactive Customer Sweep to delete customers who had not been active, in any way, for 5 years.

Mike was extremely helpful and went the extra mile to resolve dealership specific issues and requests both during and after installation and Michele was always happy to answer questions and make sure we fully understood everything. I'm sure we can expect some great results from this package in the near future!

Regards,



Caitlin Allan
Marketing Specialist
Denmac Ford

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