

**David Ferrier**  
**Managing Director**  
**Elite Conversions**  
**Level 21**  
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**Perth WA 6000**

Dear David,

I am writing to thank you for the contribution Elite Conversions has made to WiredCity's business acceleration in the last six months.

WiredCity operates an advanced data centre in Perth. To build and operate such a facility requires skilled technical staff focused on designing and deploying robust, reliable and scalable systems. By their nature, such staff are very internally focused and lack quality business and client relationship skills.

As a result WiredCity has quality systems and operations, but a lack of commercial, client and marketing focus.

The last six months, in particular, has involved a great deal of management attention to shift WiredCity from a technically focused to a commercially focused organisation. The Elite Conversions course was chosen not just for sales staff, but also the majority of technical staff at WiredCity.

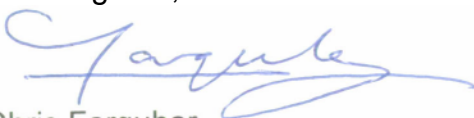
The course has taught staff that everyone in an organisation needs to be focused on commercial outcomes.

I believe Elite Conversions has provided and continues to provide a key ingredient in moving WiredCity from a technically, internally focused organisation to a commercially savvy, sales and marketing, client focused organisation.

All our staff have learnt a great deal and are very keen to impart their experiences and enthusiasm with other staff members.

Thank you very much for your assistance in this process.

Kind Regards,



Chris Farquhar  
Managing Director