

THE NEWS & OBSERVER

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February 20th, 2004

To Whom It May Concern:

The News and Observer (Raleigh, NC) has utilized Formrouter's data capture tools through our website in a variety of ways. The impact of their data routing technology has enabled us to realize substantial cost and time savings and increased productivity through a convenient, efficient, effective and secure method of capturing customer information.

Our introduction to the value of Formrouter occurred in January of 2003 with The News and Observer's signature annual fundraiser-**Kids Day**, which involves over 800 businesses and organizations and 500 community volunteers selling special edition newspapers to benefit a local hospital. Formrouter enabled us to capture all pertinent volunteer and fundraiser contribution information through automation with our online registration components. In addition, we were able to reallocate our resources to other duties through the elimination of mundane manual chores. As a result, our volunteer participation grew by 11%, while our event fundraising totals increased over 35%.

We soon integrated the Formrouter capabilities into our new business acquisition channels by processing and tracking new and renewal subscriptions, securing easypay upgrades, capturing subscriber email addresses and retrieving other demographic information. As a result, our online subscription orders grew 163% versus last year and we are securing easypay payments from 20% off all orders secured through our website.

By using this tool, you too can continue to grow your business and make operations more efficient, while sharing the convenience and security of online registration with your valued customers. Should you have any questions as to how The News and Observer successfully integrated the Formrouter product into our business, please contact me at (919) 829-4725 or via email at dwilliam@newsobserver.com

Sincerely,



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