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**Via E-mail and by Regular US Mail**

David H. Fauss and  
Melissa Pigott, Ph.D.  
Magnus Research Consultants, Inc.  
1305 N.E. 23rd Avenue, Suite 1  
Pompano Beach, FL 33062

Re: Magnus Research Consultants, Inc.

Dear Mr. Fauss and Dr. Pigott:

I am writing this letter to express my gratitude to both you and Magnus Research. As you are aware, in February of this year both Brian Joslyn, Esq. and I were involved in a trial with potential damages in excess of \$9 million. In connection with this matter, Magnus was retained to conduct two focus groups in preparation of trial.

Both Brian and I were confident in the case being presented and did not necessarily believe that the focus group would yield information that we were not already fully aware of. How wrong we were. The focus groups yielded invaluable information which helped us prepare our case. Specifically, the focus groups showed us that the issues that we were focusing on were not the same issues that the juries would focus on. The focus groups helped us re-configure our arguments; showed us how to better explain difficult legal theories; showed us how to sequence our arguments for maximum effect; and showed us what demonstrative aids would yield the biggest impact. In addition, the final report further clarified the issues we needed to focus on and even assisted in the preparation for the voir dire in a meaningful and significant way.

David H. Fauss and  
Melissa Pigott, Ph.D.

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I am happy to say that we won the case. While no one will ever know how a jury would have reacted without the input gained from the focus group, I cannot ever imagine trying a significant matter without using your services. You have my unequivocal recommendation and I would encourage you use both me and Brian as references to anyone who may be seeking your services.

Sincerely,



Richard A. Jarolem

:RAJ

cc: Brian B. Joslyn, Esq.