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March 18, 2013

Magnus Research Consultants & Graphics  
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Dear David and Melissa:

I want to thank you for all the help that you provided in arranging focus groups and mock jury trials for our negligent security case. The information that we received from this process was invaluable in enabling us to settle this case.

The focus group that you arranged for us enlightened us as to the biases and prejudices that people hold that influence their decision making process regardless of the evidence they are provided. The information gathered at that session enabled us to strategize our trial preparation. We took this information obtained and placed emphasis on areas of the case that would help to neutralize some of the jury bias.

The mock trials, performed before two separate juries, were extremely helpful in determining what evidentiary matters that juries consider and those that they discount. Putting this information to use from the first mock trial to the second produced some very different results in jury deliberations. Analyzing these differences would not have been possible without the information obtained in the first trial. The knowledge gained from this experience eventually enabled this case to be resolved at a mediation for more than eight times the offer made at a previous mediation that was held subsequent to the focus group and prior to the mock jury trials.

I am convinced that without the help of Magnus' work on this case and the tremendous help provided by Melissa Pigott that we would never have obtained the results that we did for our client. I would highly recommend Magnus to any trial lawyer who seeks to improve his chances of success in any particular case.

Sincerely yours,

PARVEY & FRANKEL, ATTORNEYS, P.A.

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