



# POINTER AVIONICS

A DIVISION OF POINTER TECHNOLOGIES (CANADA) LIMITED

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Oct. 28/2005

Steven,

As I sit here and review my on-line stats with our 10 month old web site, a lot has transpired since we started down this road to create a web presence for the first time in our companies 26 year history.

We started out last January 2005 to "just" give us a web presence. We soon found out that our customers have been waiting for this very thing. So we expanded upon my first vision of having a few static pages to adding some pictures of products, then we added the e-commerce with the ability to create on-line invoicing for our customers, then we went all out and created a shopping cart to allow our customers to place and pay for their orders 24/7.

The response from our customers has been tremendous and I was recently told by one of our distributors that he had wished more companies would go this route to allow him to place orders at his convenience and not the company that was selling the product or service.

This definitely was not the route that I had planned originally. But, through your teams guidance and consistant patience with our steep learning curve, you and your team made it exciting and were there every step of the way to help us through.

I wanted to thank you for all of your hard work and dedication and guidance through this time and would strongly recommend you and your team to anyone who may be interested in creating not just a web presence, but an incredible marketing tool that is only limited by your imagination.

Sincerely,

Bruce McPherson  
President

