

March 1, 2003

Dear Mr. Anyname:

Market consolidation. Competition from non-traditional sources. Demand for new and expanded services. As a community bank leader, you're faced with many pressures in today's dynamic market. You need a proven technology provider who can help you control costs, expand into new markets and effectively manage customer relationships – and do it better than your competition.

Aurum Technology can help. For more than 30 years Aurum has delivered open, integrated solutions that enable community banks to increase efficiency, improve service and compete effectively. We offer proven solutions for Core Processing, eBanking, Check Imaging and Business Intelligence – all backed by an experienced team of 1,300 employees at 35 nationwide locations.

At Aurum, we listen to our customers and work with them to find the solution that best meets their individual needs. Then we provide the most advanced, efficient processing solutions coupled with the right technologies that will help them meet their business objectives. Bridge Bank called on Aurum to help position the bank to compete aggressively in the Silicon Valley marketplace. Ken Silveira, executive vice president for Bridge said:

***“Aurum was key in helping the bank open in less than 90 days with a comprehensive suite of products and services that equaled or exceeded other banks in the area. Leveraging Aurum’s solutions, we were able to grow by more than 900 percent in less than 18 months.”***

Expand into new markets. Improve operational efficiencies. Implement new technologies. Aurum has helped more than 600 customers like Bridge Bank stay ahead of the competition by achieving these mission-critical goals. *What can we do for you?*

I would welcome the opportunity to explore how Aurum can help you achieve your specific goals and will call you in the next several days to determine if there's a convenient time for us to meet. In the interim, you can reach me by phone at **555-123-4567**, or contact me via e-mail at **john.doe@e-mail.com**. I look forward to helping you maximize ABC Bank's business strategy.

Best Regards,

John Doe, Senior Sales Associate  
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