

January 1, 2003

Dear Mr. Anyname:

GROWTH. It's what you want. But are you prepared for it? And the impact it will have on your systems, your delivery channels and ultimately your customers?

Aurum Technology can equip you with flexible, scalable solutions that will help you navigate through current and future growth with ease. For more than 30 years Aurum Technology has helped community banks grow from de novos to greater than \$2 billion in assets – improving efficiency, service and customer relationships in the process. 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 provide the most advanced, efficient processing solutions coupled with the right technologies that will help them meet their business objectives. U.S. Banker recently recognized Valley National Bank – a valued Aurum customer for more than a decade – as one of 2002's Top Five U.S. banks. Valley National attributes this honor to excellent service made possible by a reliable, feature-rich IT infrastructure supported by Aurum. Peter Crocitto, executive vice president for Valley National said:

“The scalability of Aurum’s solutions has allowed us to grow without having to change our information technology platform.”

In addition to online, real-time core processing, Aurum has helped Valley National implement leading-edge technologies like Internet banking, online bill pay, cash management, and a more sophisticated telephone banking platform – all with the scalability necessary to support its long-term growth. *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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