



TO: To Whom it May Concern

FROM: Mark Sellars, General Manager

SUBJECT: Richard Trieber & Local Heroes International

My name is Mark Sellars; I am the General Manager of the student union at the University of Western Ontario. Richard Trieber is the founder and president of a progressive company based in San Francisco, my experience with Richard has been as a partner in a three-year pilot project establishing a loyalty card system in a major Canadian University. A project such as this has, to my knowledge never been tried before. It has required a healthy dose of initiative, commitment, intellect and the courage to take measured risk. All of these qualities Richard has demonstrated repeatedly.

As an ideas man Richard has demonstrated flexibility and the willingness to adapt without losing sight of the central aim of the project. As a practical leader he continues to support those working with him and for him, demonstrating a work ethic that is remarkable for its intensity and enthusiasm. As a progressive businessman he continually refines the quality of the revenue model to ensure satisfaction for both customer and investor. As a conscientious member of the communities within which he works he continues to pursue charity benefits and non-profit revenues from the programs he initiates.

Richard Trieber is an ideal partner, a dedicated family man and someone that I take pleasure in introducing to you. If any further correspondence in this regard is required please do not hesitate to contact me.

Mark Sellars

General Manager
University Student's Council
University of Western Ontario



To Whom It May Concern:

Subject: Partnering with Local Heroes International (LHI)

Higher education in Canada and the United States are institutions under increasing financial pressure as successive levels of governments reduce and or cap social spending and reduce taxation. As those same governments have capped tuition to protect students against excessive debt levels, the means by which educational institutions such as this university and its ancillaries raise money have been reduced.

In an effort to keep student fee increases to a minimum and to increase community fiscal involvement in the University, the University Students' Council as the legal incorporated representative of the students established a 3 year business relationship with Local Heroes International. The aim of that relationship was three-fold; to generate off-campus revenue, to enhance on-campus customer loyalty and lastly, and most importantly, to offer a discount/points service to benefit our students.

As the Assistant General Manager, I have been the principal project manager for our On Campus Rewards Program with Local Heroes International. The evolution of the Program with LHI has been a very successful one from start to finish for our student body and our bottom line. The initial time line we established with LHI for project design and implementation management was very aggressive. LHI made great efforts to deliver terminals, training; promotional materials and put in place the infrastructure elements needed to support the Program. The technical capacity and flexibility of the LHI system when combined with their strategic technical partners has been, in our experience, outstanding. More than 23,000 students and 17,000 Alumni at our university now carry co-branded loyalty cards for use in our various institutes, from pubs to clothing stores, variety store to tanning salons. Distributed with our health plan and bus pass, the loyalty card became a third key component of our service to students.

To build on the success we have had with the initial phase of the On Campus Rewards Program we have undertaken to expand the Program with Chartwells, the major food service provider for public and private schools and Colleges and Universities in Canada. Chartwells is a subsidiary of Compass

Group International. In 2008, Compass Group, North America had annual revenues of \$3.2 billion per annum. Chartwells regional manager has been looking for a single solution to the disparate terminal technology interface Chartwells currently employs and has been working with LHI and ourselves to deploy the LHI application and terminals into their institutions here in the London, Ontario area. These operations will include Huron and Fanshawe Colleges with a student population of more than 14,000 full-time students. Further, the Fanshawe Student Union has agreed to participate in the On Campus Rewards Program beginning as early as September 2002. Equally important in the growth of the Program, the Executive of the Campus Advantage Group, a group of sixteen major universities in Canada, have been presented the Program dimensions and as a result of that successful introduction will next offer the opportunity to present to the entire Board of Directors in July 2004 with a subsequent presentation to be made at the Campus Advantage Annual General Meeting. The intention would be to include all of the member schools, representing a combined student population of almost 500,000 students. Separately, McMaster University in Hamilton, Ontario with a population of more than 17,000 full-time students, has asked us to help design a Program for their students.

Potential is a key word in our business relationship with LHI. The pilot project we have implemented at UWO is now in the expansion stage. LHI has partnered with Merchant Card Acceptance (MCA) and as a result we expect to have more than 250 local merchants participating in the Program by August 2004. We have increased our marketing and promotion plans and coupled with significant financial commitments in these areas for the upcoming year we expect great results. There has been a positive impact not only on our revenue but also for our other business partnerships as we offer those partners, through LHI, increased services and partnering potential. As the student interest in the program grows, so do the benefits. The flexibility of the program to funnel rewards either to individuals, charities or marketing efforts has been a key benefit for both the political and business functions of the Students' Council at UWO.

As the Marketing Manager, the management information reports I receive from this Program and the professional services I receive from LHI upon request are invaluable. They cement what was already a winning concept into a cornerstone position of our plan to move ahead with solving issues that I mentioned at the beginning of this letter. I personally recommend the professionals at LHI as a venture partner.

Best Regards

Mark Osborne
Assistant General Manager
University Students' Council, University of Western Ontario