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August 24, 2004

Mr. Richard Tanitsky
The Greenspan Co.
2302 Martin Street, Suite 450
Irvine, CA 92612-1449

Dear Richard:

Now that we have finally settled our claim with The Hartford, I wanted to write to express my thanks for all the help we received from Greenspan. Please feel free to use this letter as an unsolicited endorsement for your fine company; the bottom line is that we simply could not have recovered from our disastrous fire without your professional assistance.

Like most, I was initially skeptical of independent adjusters and at the time of the loss, I was positive I could go it alone. However, it soon became apparent that there would be no help forthcoming from my insurance carrier without prolonged negotiation on every issue. Turning those negotiations over to you allowed me to concentrate on returning my company to production and distribution. It was a trying year, but with your help, we got through it. In fact, my insurance broker was so frustrated with the inaction of the Hartford that he suggested I turn to Greenspan.

To those potential clients who will read this letter I wish to leave them with my observations a year after my fire:

1. Greenspan knows more about the insurance industry than the average businessman. Let them battle as equals with your carrier.
2. The relatively small commission paid Greenspan was more than made up for by the eventual size of the claim I received. I estimate they doubled what I could have negotiated myself.
2. Their accountants prepared documents with teeth for me. The time they spent preparing spreadsheets and quantitative evidence freed my staff to resume normal duties.

4. Simply returning to production, handling personnel issues, and sustaining sales and accounts is overwhelming enough. You don't need to be learning the new skill of insurance negotiation at the same time.

Feel free to pass my phone number to any fence sitter who is trying to decide on using Greenspan. My advice will be given with the greatest conviction that they will benefit as much from association with you as I have.

Sincerely,

A handwritten signature in blue ink, consisting of a large, stylized initial 'J' followed by a horizontal line extending to the right.

Jon Goldenbaum
Vice President