



March 31, 2015

Mr. Ethan Assal
Verasolve, LLC
9916 Logan Drive
Potomac, MD 20854

Dear Ethan,

I wanted to express my appreciation for the excellent work that Verasolve has delivered since the beginning of our engagement.

Verasolve has been instrumental in helping iDS develop and implement marketing and public relations strategies and initiatives to increase our brand awareness, generate qualified leads, strengthen customer relationships and achieve our goals for growth.

After conducting in-depth market research, Verasolve crafted an integrated marketing and public relations plan and recommended various initiatives. Verasolve has been working with our marketing, sales and HR teams, as well as iDS' directors, to implement them, including writing and distributing press releases, editing articles, researching and planning for conferences and applying for awards. We're looking forward to upcoming webinars with The Knowledge Group, which Verasolve researched and recommended, and videos with SmartCEO, which Verasolve will help script and prep.

Verasolve has been working with us to refine iDS' brand identity. After conducting messaging workshops, Verasolve helped us select a name and logo for a new methodology (xiGSM), and a logo for another new methodology (Consensus CodingSM). Verasolve helped us launch both at LegalTech New York 2015, for which Verasolve led the planning- running advisory board meetings, researching booth designs, managing orders, helping create marketing slicks and banners, and collaborating on a well-received whiteboard animation video. To help with future events, Verasolve provided timeline and checklist templates.

iDS wants to be more client-centric, so Verasolve researched marketing automation platforms and, based on their recommendation, we have been onboarding Pardot. We believe this will help us nurture and generate new leads through thought leadership- - and keep us on track in terms of ROI.

Next, Verasolve will be helping us update iDS' marketing collateral and website copy and create PowerPoint presentations showcasing iDS' expert services. We believe all of these efforts will help us generate qualified leads and convert leads to clients.

Verasolve has been extremely responsive, effective and efficient. I would be happy to recommend your agency to other professional services firms seeking marketing and PR expertise.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Ethan Assal', is written over a light blue circular watermark.

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