



March 20, 2002

Steven Pearl
Business Automation Solutions, Inc.
3821 Lizette Road
Glenview, IL 60025

Dear Steve:

On behalf of the Los Angeles Kings, STAPLES Center, Chicago Fire and the rest of the AEG teams who are using Business Automation Solutions for their CRM needs, I want to thank you for making us a better sales force. Since converting our database from ACT! to Goldmine and bringing the expertise of Business Automation Solutions to our team and arena our sales cycle is faster, our database is larger and cleaner, our reps are more efficient, and our customer is now better defined because of GoldMine. As a result, we will boast a 14% increase in gross revenues for the 2001-02 Kings Season.

Business Automation Solutions has studied the business of ticket sales and adapted GoldMine to meet the needs of a professional sports team or an arena at a cost that makes business sense. Price combined with performance makes this product a must for any company where selling tickets is a top priority.

Regards,

Kurt Schwartzkopf
Vice President, Sales & Marketing
AEG, Los Angeles Kings & STAPLES Center

