



Gas Technologies  
Medical Technologies  
Safety Technologies  
Welding Technologies

July 23, 2004

Mr. Jason Kleid  
The Optimum Company  
24 South Olive Street, Suite 201  
Waconia, MN 55387

Dear Jason,

I have had a few weeks to reflect and implement many of the concepts I learned during the Track Selling System program we held recently. I think that Track Selling is the best, most practical system of selling I have participated in during my 17 year career in sales.

The basic concepts of Track Selling are easy to understand, and are powerful tools when properly implemented. The communication skills learned in Track Selling are extremely valuable in personal relationships as well. I sincerely believe that I learned the importance of listening compared to talking, how to ask the right questions, recognize needs, and gain commitment. I learned many other practical tools that have enabled me to be a more effective and professional salesman. On a recent sales call, I was able to apply the tools learned from Track Selling to turn a call that started with "Show me what you got" to two hours of allowing the sales process to unfold into a sale.

The other nexAir attendees have expressed their own endorsement of Track Selling as a powerful and effective sales process and have had similar success stories. As we have been discussing this week, we are hoping to train the entire sales force with the Track Selling material over the next few months. We look forward to working out the details with you soon.

Sincerely,

A handwritten signature in black ink that reads "Steve Atkins". The signature is fluid and cursive, with the first name "Steve" being more prominent than the last name "Atkins".

Steve Atkins  
Vice President  
Gas Technologies

CC: Kevin McEniry

J. Stephen Atkins  
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