



Berkshire

**Berkshire Life
Insurance Company of America**

March 17, 2004

To whom it may concern:

I have had the pleasure of working with Ceonex Internet Consulting and fully commend their talents and services.

Most recently, they served as the architects for the upgrade to the Berkshire Life Insurance Company of America web site. Using our existing site, business plan and corporate standards, Ceonex was easily able to assess our situation and quickly determine the best course of action.

In Fall 2002, Berkshire Life conducted a vendor search within New England. The goal was to find a unique company that would help us develop a more sophisticated internet presence. The skill set we were looking for was two-fold. First, the obvious: the new company should have the ability to build a web site. Second, and more difficult to judge: have the instinct for business, the instinct for technology *and* the talent to mix the two so that one would not overpower the other. After researching, reviewing and interviewing a variety of talented and successful vendors, it was clear that only one had the ability to fluently “speak the language” of business and technology: Ceonex.

Work on the upgrade began immediately in Spring 2003. After a series of short meetings in which we discussed business needs, creative direction, budgets and schedules, Ceonex devised a simple plan of action.

Our goals as a company were certain and Ceonex clearly illustrated how we could accomplish them. Their plan outlined how our new web site would be fully functional within five months. I'm confident in saying that, by executing Ceonex's plan, we have accomplished our goals. Traffic has more than doubled, sales leads have more than doubled and the attention our site has generated has given me the ability to negotiate further growth for Berkshire Life's web site.

In short, I would choose to entrust the production of any of our future web projects to Ceonex.

Sincerely,

John Broderick
Creative Director