

Dear Sir or Madam:

Icovia is an industry leading online application designed to help retailers and manufacturers turn curious potential buyers into highly interested prospects, by giving customers and prospects a means to quickly and easily plan out what furniture being offered will fit in their spaces.

It is used by more than **50** different retailers and manufacturers – proving highly successful in helping them to increase sales – while tapping into prospects they didn't previously know were checking out their products online.

In addition to aiding our customers to increase sales, Icovia is a great means for having ready-made lists at hand to use for a variety of sales and marketing campaigns. Our customer base taps into more than 10,000 new leads per month and averages more than 2% new sales per month using Icovia.

Even our smallest customers are getting hundreds of new leads. . .and **ALL** of our customers are experiencing a return on their investment in short order! Plus, Icovia is an excellent tool for a company's sale staff to use with customers in the store or on the road, to help customers plan out their spaces.

Some of our clients include retailers like Jordan's Furniture, Nebraska Furniture Mart, Stoney Creek Furniture and RC Willey, along with manufacturers like Thomasville, La-Z-Boy and Ashley Furniture.

But don't take my word for it – visit any of customers' sites, or our own <http://www.icovia.com>, to see Icovia for yourself:

Jordan's Furniture: <http://www.jordans.com/roomplanner.asp>
Stoney Creek Furniture: http://www.stoneycreekfurniture.com/room_planner.aspx
Nebraska Furniture Market: <http://www.nfm.com/roomplannerframe.asp>
Star Furniture: <http://www.starfurniture.com>
RC Willey Home Furnishings: <http://www.rcwilley.com/RoomPlanner.soa>
Ashley Furniture: http://www.ashleyhomestores.com/Room_Planner/Default.aspx
Thomasville Furniture: <http://www.thomasville.com/Products/>

I'd love to have the chance to chat with you about the many benefits that Icovia could bring to your company. Please feel free to contact me via e-mail or phone to set up a time for a quick demonstration.

Sincerely,

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Enclosure