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RE: ELUS Company

To whom it may concern:

This letter of recommendation and reference is for the ELUS Company and the benefits of a Utility based manufacturing representative network. As an industry leader in the Utility lighting market, it's imperative that Current utilizes strong product representation for our legacy and new product offerings. The right representative network will demonstrate a true selling advantage in a highly competitive marketplace.

In corporate America, it is a frequent practice to outsource certain aspects of your business, to reduce cost, achieve greater efficiency and remain focused on your core competencies. In 2004, Current decided to move to an independent representative network. There were many compelling reasons from an economic standpoint to make the transition from factory representation. Looking back on the change, the economics behind the decision continue to make sense but the sales growth with our rep organizations has been the most positive result. The manufacturer's representative firms provide professional engineering, sales, share growth and extensive knowledge of their customer base.

The ELUS Company has been our top-performing agency for multiple years and is one of the strongest new product sales performers. We endorse the ELUS Company because of their reputation, professionalism, and experience as an electrical utility manufacturer's representative.

Before we made this important decision, we researched all available options in the territory. During that evaluation period, there were no other firms that offered the expertise and strengths of the ELUS team. They truly are the best fit for our service needs. Our experience with ELUS has been excellent. The firm understands their market, listens to the voice of the customer, has a strong ability to gain product approvals and provides all-around best in class service.

We would highly recommend the ELUS Company to any manufacturer looking for the professional path to sales growth. Their dedication to our company and the Utility customers is second to none. If you have any additional questions about their organization, please feel free to contact me.

Best Regards,

Stephen E. West

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