

# clear channel

COLORADO

To whom this may concern,

It took some time before I felt comfortable with the idea that a cost reduction service such as the one offered by BottomLine Advantage could be of benefit to our organization. I believed we already had competitive pricing from our vendors and did not think there was room for significant price reductions. However, after checking references, I decided I should let BottomLine Advantage double-check our current rates.

Another concern I had was that our equipment vendor was also a customer of ours, so it was important that I could trust BottomLine Advantage to carry out their work in a courteous and professional manner. Not only did they operate in a very professional way, they also ensured that I retained control of all key decisions. I felt confident that I could maintain an acceptable level of control of the project as I knew there would be sign-offs after completing each phase.

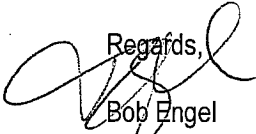
I judged the cost reduction project to be a success as the following results were achieved:

1. BottomLine Advantage's savings estimate, provided prior to project approval, was met.
2. Our incumbent vendor/partner was treated fairly during the project
3. The service level agreement that BottomLine Advantage helped us create is more comprehensive than our previous maintenance agreement. The clearly defined consequences, for failure to meet specific service commitments, allow us to hold our vendor accountable.
4. The time required of myself, and my staff, was minimal yet we maintained close control of the overall project.

Now that I have been able to examine BottomLine Advantage's cost reduction system close-up, I realize that it would have not been possible for us to achieve the same level of savings without their assistance. BottomLine Advantage is a cost reduction specialist and, in my opinion, their success was dependent on a number of factors including their industry knowledge and the usage of a very effective system that incorporated the use of some well-designed data gathering and processing tools. Additionally, it was an eye-opener in so far as the level of service that we could, in fact, reasonably request and receive from our vendor.

It is not often that I can say that I was pleasantly surprised by the service that I receive from an unsolicited vendor; however, in the case of BottomLine Advantage this was the case. I am pleased to recommend their services to you.

Regards,

  
Bob Engel  
Regional Controller  
Clear Channel - Denver