

David K. Micek

To Whom It May Concern:

This letter is to introduce you to Frank N. Wiley, former Vice President of Sales, who worked for me while I was CEO of Zeus Wireless, Inc.

During his tenure with Zeus, Frank was called upon by the organization to fulfill a number of different roles. In June, 2000, Frank had recommended to senior management that Zeus needed to take a more strategic focus if it was to succeed. Each market segment required vastly different functionality from our transceivers, forcing the company to try and build dozens of unique products. Frank advocated Geoffrey Moore's *Crossing the Chasm* strategy of choosing a single "beachhead" and focusing all of the company's resources upon it.

When I took over as CEO, it was clear that Zeus had not yet accepted the wisdom of a single strategic focus. I, too, felt it was critical to our long-term success. When I decided to move the organization to a defined market focus, I asked Frank to participate in the process by defining our channels. In this role, Frank was to be the project leader working with an outside consultant, PRTM, on defining the right channel strategy for Zeus.

However, Frank did far more than help us determine our channel strategy. He was instrumental in defining our overall corporate vision and mission. Frank worked closely with our Vice President of Marketing in writing the new Zeus business plan. His market research allowed us to see that our best growth opportunity was in the commercial and industrial automatic meter reading (C&I AMR) market space.

With Frank's help, I united the company behind our new strategic plan and in my first quarter as CEO, we achieved the largest quarterly revenue numbers in company history and **drove yearly sales up by 340%**. In May, 2001, Zeus Wireless beat out over 800 competing companies to receive the prestigious 2001 UPSIDE MAGAZINE "HOT 100" award.

Frank would be an excellent addition to *any* company's sales and marketing organization. He not only brings nearly 20 years of high-tech sales experience, but he has the business savvy to help define new markets, and develop the strategies to attack them.

Kindest regards,

Dave Micek
Former Chief Executive Officer
Zeus Wireless, Inc.

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Frank N. Wiley
President
Magnitude Marketing, LLC
36 Kathy Court
Hamilton, OH

Dear Frank:

I wanted to personally thank you for all the marketing support you provided for me while I was CEO of Zeus Wireless, Inc.

Before I joined Zeus, you recommended to senior management that the company needed to take a more strategic focus if it was to succeed. Each market segment required vastly different functionality from our transceivers, forcing the company to try and build dozens of unique products. You advocated a strategy of choosing a single “beachhead” and focusing all of the company’s resources upon it.

When I took over as CEO, it was clear that Zeus had not yet accepted the wisdom of a single strategic focus. I, too, felt it was critical to our long-term success. When I decided to move the organization to a defined market focus, I asked you to take the lead in defining our channels, which you did. However, you did far more than help us determine our channel strategy.

You were instrumental in defining our overall corporate vision and mission, working closely with our Vice President of Marketing in writing the new Zeus business plan. Your market research allowed us to see that our best growth opportunity was in the commercial and industrial automatic meter reading (C&I AMR) market space.

With your help, I united the company behind our new strategic plan and in my first quarter as CEO, we achieved the largest quarterly revenue numbers in company history and **drove yearly sales up by 340%**. In May, 2001, Zeus Wireless beat out over 800 competing companies to receive the prestigious 2001 UPSIDE MAGAZINE “HOT 100” award.

You, and Magnitude Marketing, would be an excellent resource to *any* company seeking to grow through new market penetration. I have dealt with numerous consultants over the years, and I feel you’re one of the best strategic thinkers I’ve ever worked with. You bring both the business savvy to help define vertical market opportunities, and the creative talents to develop the strategies and tools to attack them.

Kindest regards,

Dave Micek
Former Chief Executive Officer
Zeus Wireless, Inc.