



**OraSure Technologies, Inc.**

diagnostic solutions for the new millennium

July 10, 2007

Frank Damelio  
CWM, Inc.  
P.O. Box 181  
Dudley, MA 01571

Dear Frank,

The results say it all . . .

<b>Last year <i>without</i> you:</b>	<b>150 leads</b>
<b>This year <i>with</i> you:</b>	<b>432 leads</b>

The 187% increase in leads is only half the story. The true value is **higher quality** leads: many prospects committed to a phone appointment; so this year our sales force is *motivated* to follow up.

Prior to the conference, my team and I had no idea how successful we would be. During the conference, we were so busy processing all the leads that you brought into the booth, that we barely had a break. Because of all the people you brought into the booth, we made invaluable contacts that we otherwise would not have made.

My team was impressed by how you quickly qualified prospects and introduced them to the right salesperson depending on size and geographic profiles. Of equal importance, you were adept at gently sending disqualified visitors on their way.

Your expertise in exhibit strategy is ensuring that we are earning an excellent return on investment. The results say it all, but the best testimonial I can give is that we need you to schedule us for our next show in Chicago, June 22-24, 2008.

Sincerely,

Michelle Smith  
Trade Show Coordinator