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<Editor name, title>
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Dear <editor>:

Only one-third (34%) of the lawyers who take laptops to the courtroom say they use them to present evidence. What's stopping more lawyers from using their laptops for courtroom litigation? One major hurdle has been the level of technical expertise required to operate the trial presentation software. Until recently, lawyers who wanted to introduce media-rich evidence to jurors were left no choice but to pay a media consultant \$1000-\$1500 per day to assist them in court.

Finally, there's a trial presentation software that doesn't require extensive training, certification, or expensive consultants to use. Designed by a personal injury lawyer and media consultant, newly-released ExhibitView has already attracted a loyal following of litigators, professors, and law students who praise the software for its power and ease of use. Enclosed you will find testimonials from a few ExhibitView clients, along with company and product information.

As an esteemed editor in the legal community, I would like to invite you to a personal 15-minute online demo where you can preview ExhibitView and ask any questions you may have. I will also give you complimentary access to a fully featured version of the product, which you can use to evaluate and review for an upcoming issue of your journal.

I realize you are busy, so I will be in touch via phone within the next week to arrange a 15-minute demo that fits within your schedule.

Best regards,

Bill Roach
ExhibitView co-founder and VP of marketing/sales

Enclosures (5)