

Dear Frank van Schaayk

President & CEO of McCain Foods USA

Since November 10th way back in the year 2000, my company has been trying to get in the door of McCain Foods USA.* Of course, next to you—the world's largest supplier of pre-packaged French fries—we are just...small potatoes. Yet, not only do we think our business intelligence solutions could make a big difference in your bottom line, but some of your business-side people told us that our Sales Discovery System® solutions would be “fantastic and amazing” at McCain.

Which brings me to the point of my rather unusual public offer. Nobody in the food and beverage industry does a better job of optimizing the value of sales and marketing data than we do. No one else has a higher level of customer satisfaction than we do. One-hundred-seventy-plus F&B customers, and growing.

I will personally be in our booth 5678 at the National Restaurant Association show, and make this public commitment: If you give us the chance to be a big plus for McCain Foods USA's business intelligence needs, we will buy this same full page in *USA TODAY* in one year and let you say anything you want about us. Anything.

My direct-dial office phone number is toll free: 877-737-2700. If you happen to be calling from outside the United States (like from Canada, beauty eh!) you can call 720-283-6001. Whenever I leave the office, these numbers are forwarded directly to my cell phone.

Mr. van Schaayk, we've done our homework and will not waste your time. When it comes to business intelligence in the food and beverage industry, we're the best there ever was. And I intend to make sure we're the best there ever will be.

Sincerely yours,



Dean Abrams, President and COO
IRM Corporation

