



HARRIS INSURANCE AGENCY, INC.

P.O. Box 32585
Knoxville, TN 37930-2585
865-690-5588

TENNESSEE

March 9, 2011

**Mr. Dean Westover
%Choices
200 Broadway
Suite 203
Lynnfield, Ma. 01940**

**Dear Mr. Westover,
Our agency began from scratch in 1989. The first couple of years were a real struggle. The third year we began to grow fairly rapidly. As we began to grow, we needed some type of commercial system to help us keep up with renewals, certificates and other commercial operations.**

We looked into several options, most of them way too expensive for a small “mom & pop” agency like us. I saw an ad in some insurance magazine for a company called Choices. That was about ten to twelve years ago, and I wonder what things would be like today without your company.

I was the underwriting manager for Fireman’s Fund for about ten years, and I know that when things go wrong, people beat a path to your door to make you aware of it. It seems for the most part, if things go right or go very well, you never hear a thing. Well, I just want you to know you have some of the most knowledgeable and helpful employees that we have dealt with in our agency.

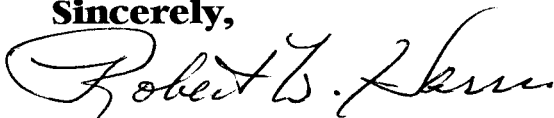
Two weeks ago, on February 21st, I came in and opened up and once I got all the computers on, found out that our server had crashed. I took it to the repair shop, Eddie said he saved all he could. That scared the heck out of me.

I made my 911 call and Steve answered. Steve spent about 2 hours working with me, he was fantastic. Once I explained what had happened, he set about going through our system, step by step and getting Choices back up and breathed life back into it. Steve was tremendously patient with me, as I'm no computer grugru by any stretch of your imagination. Steve got us up and running. First thing the next morning we had another problem, I called and once again Steve rescued us.

We had a very unusual message when logging on yesterday morning and again my 911 call was answered by Adam. The results were the same, superior service by your staff!!! I just wanted to say "THANKS" for not only having a great product to sell, but also having a very wonderful and helpful staff of techs to back it up.

We sold our agency in March 2010 and the new owner installed an agency management system, that does some of the things that Choices does and could probably cover all our needs. However, as long as I have any say so, Choices will be here til I'm gone and possibly longer. Again, thanks for helping us grow and giving us a tool that helps us compete with some of the big boys here in town and taking care of us when things don't go as they should.

Sincerely,

A handwritten signature in cursive script that reads "Robert W. Harris".

**Robert W. Harris, CPIA, President
RWH/lmh**



Choices® Software, Inc.

March 12, 2011

Robert W. Harris, CPIA, President
Harris Insurance Agency, Inc.
P.O. Box 32585
Knoxville, TN 37930-2585

Re: Choices Software

Dear Robert,

When I came into the office today and opened your letter that included such nice words about Choices Software, Inc. and its dedicated employees, you truly made my day.

You will never know how much this letter means to me. This is what makes it worth coming in to work in the morning!

Everyone in our office will receive a copy of your letter first thing Monday morning (a copy will also be shown to my very patient wife). Letters like this really do make a difference.

Thank you.

Sincerely yours,

Dean W. Westover, President
Choices Software, Inc.

DWW/d