

Intertek ETL SEMKO

December 9, 2005

Steve Bench
HEATIZON
4137 S 500 W
Salt Lake Cty, UT 84123-1399

Dear Steve,

Kids who play with toads get warts...

Superstition. Wives' Tale. Call it what you will. Even though we knew better as kids, we still hesitated to pick up toads. Such misguided notions have an uncanny ability to alter behavior, despite better wisdom.

In your job you may have even been told: "You need a UL Mark to sell your product in North America." But the fact is, in product testing you have a choice. By choosing an alternative to the slow, rigid status quo in testing and certification, you create a monumental shift in century old thinking. In return, you will benefit from the fast and responsive customer service behind the ETL Listed Mark. The tides are changing.

Now, more than any other time in history, manufacturers are choosing speed and responsiveness over bureaucracy. Today our 15-day turnaround average leads the market, and our responsiveness to quotes and information requests are vastly superior to our competitors.

As a result, Intertek's ETL Listed Mark is now the preferred alternative to the UL Listed Mark for thousands of manufacturers. In fact, compared to last year, the number of products bearing the ETL Listed Mark is 10% greater and awareness of the ETL Mark has shot up 150%. For me, this is validation of our service-driven business model. What's more, it's confirmation that results-driven manufacturers like you need a results-driven testing and certification partner.

To maintain this momentum we will continue to challenge established norms and misguided notions. And to keep pace with customer expectations, we will continue to listen closely to your needs. We've learned from you that open dialogue is the path to true innovation and opportunity.

This is an exciting time for the product safety testing industry. Your ideas and concerns are being heard and acted upon by us. Let me know what we can do for you. Send me your thoughts on how to improve the testing industry at gtiemann@intertek.com. I guarantee I will read every email and personally see to it that your needs are addressed *quickly and efficiently*. After all, it's the only way we know how to do business. Once again, thank you for your time and support of the ETL Listed Mark.

Regards,



Gregg Tiemann
President
Intertek ETL SEMKO Americas

P.S.: Visit www.etl.com to see our latest ad: "Kids who play with toads get warts".



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