



## LETTERS OF REFERENCE

**TO: To Whom It May Concern**

**FROM: Mark Sellars, General Manager**

**DATE: 23 November 2002**

**SUBJECT: Richard Trieber**

---

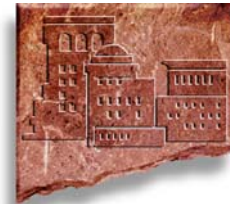
My name is Mark Sellars; I am the General Manager of the student union at the University of Western Ontario. Richard Trieber is the founder and president of a progressive company based in San Francisco, my experience with Richard has been as a partner in a three-year pilot project establishing a loyalty card system in a major Canadian University. A project such as this has, to my knowledge never been tried before. It has required a healthy dose of initiative, commitment, intellect and the courage to take measured risk. All of these qualities Richard has demonstrated repeatedly.

As an ideas man Richard has demonstrated flexibility and the willingness to adapt without losing sight of the central aim of the project. As a practical leader he continues to support those working with him and for him, demonstrating a work ethic that is remarkable for its intensity and enthusiasm. As a progressive businessman he continually refines the quality of the revenue model to ensure satisfaction for both customer and investor. As a conscientious member of the communities within which he works he continues to pursue charity benefits and non-profit revenues from the programs he initiates.

Richard Trieber is an ideal partner, a dedicated family man and someone that I take pleasure in introducing to you. If any further correspondence in this regard is required please do not hesitate to contact me.

Mark Sellars

General Manager  
University Student's Council  
University of Western Ontario



*Mission Guard*

## To Whom It May Concern:

### Subject: Partnering with Global Loyalty X-Change

Higher education and non-profit organizations in Canada and the United States are institutions under increasing financial pressure as successive levels of governments reduce and or cap spending and reduce taxation. As those same governments have capped tuition to protect students against excessive debt levels and non-profit companies have experienced a narrowing of tax incentive programs, the means by which educational institutions such as this university and non-profit organizations raise money have been reduced.

In an effort to keep student fee increases to a minimum and to develop community fiscal involvement in the University, The University Students' Council as the legally incorporated representative of undergraduate students established a business relationship with Richard Trieber. The aim of that relationship was three-fold; to generate off-campus revenue through a loyalty program, to enhance on-campus customer loyalty and lastly, and most importantly, to offer a discount/points service to benefit our students.

As the Assistant General Manager, I have been the principal project manager for our Loyalty Program and worked very closely with Mr. Richard Trieber in developing the model and implementing a phased implementation program. The evolution of the Program has been a successful one from the beginning for our student body and our bottom line. The initial time line we established for project design and implementation management was very aggressive. Richard Trieber made great efforts to deliver terminals, training, promotional materials and assisted in putting in place the infrastructure elements needed to support the Program. The technical capacity and flexibility of the system when combined with strategic technical partners has been, in my experience, outstanding. More than 23,000 students at our university now carry branded loyalty cards for use in our various operations, including restaurants, clothing stores, variety store and tanning salons. Distributed with our health plan and bus pass, the loyalty card became a third key component of our service to students.

Potential is a key word in the business relationship built with Richard Trieber. There has been a positive impact not only on our revenue but also for our other business partnerships as we offer those partners increased services and partnering potential. As the student interest in the program grows, so do the benefits.

The flexibility of the loyalty program to funnel rewards to individuals, charities or marketing efforts has been a key benefit for both political and business functions.

As the Marketing Manager, the management information reports I receive from this Program and the professional services I receive from Richard are invaluable. They cement what was already a winning concept into a cornerstone position of our plan to move ahead with solving issues that I mentioned at the beginning of this letter. I personally recommend Richard Trieber as a venture partner.

Best Regards

Mark Osborne  
Assistant General Manager  
University Students' Council, University of Western Ontario



*Mission Guard*

**Dear Executive Administrator,**

Universities and Colleges are constantly under financial pressure to reduce costs and deliver quality services to their students. Funding sources for student services and programs are always under scrutiny and program administrators must always be vigilant in balancing costs with a high level of student services. A significant part of this dynamic is the level of debt students must absorb over the course of their university careers. The rising cost of tuition coupled with student fees required to operate the various student services programs are but two of the areas that directly affect both the student and the parents of students.

One way to help alleviate student fee increases is to offer a program to students that will increase community fiscal involvement in your University and Colleges. Global Loyalty X-Change and its President and Founder, Mr. Richard Trieber, have developed a program that addresses these very concerns. The aim of the Global Loyalty X-Change (GLX) Program is three-fold; to generate off-campus revenue, to enhance on-campus loyalty and lastly, and most importantly, to offer a discount/points service to students.

As the Assistant General Manager of the University Students' Council at the University of Western Ontario, I have been able to work with Richard Trieber in the development and implementation of a student loyalty program that has provided the student benefits envisioned from the outset. Richard Trieber was very aggressive in the development of the technical components of the Program as well as helping to design the supporting marketing piece and assumed a hands-on approach to manage all of the initial implementation. In a very short period of time, Richard Trieber was able to deliver more than 23,000 co-branded Program loyalty cards to students at our university for use in our various institutes, from pubs to clothing stores, variety store to tanning salons. Distributed with our health plan and bus pass, the loyalty card became a third key component of our service to students.

The technical capacity and flexibility of the GLX system when coupled with their technical partners has been excellent, in my experience. Aside from the immediate revenue generated by competition amongst major banks for our business, the ability to twin the loyalty program with a loadable debit card function generated additional benefits for our students. All of these services created a revenue source for our organization that did not exist previously.

Potential is a key word in the business relationship with Richard Trieber and GLX. The pilot project we have implemented assistance is in its third year and the Program has developed an increase in on-campus business traffic and witnessed a steady and loyal student customer user base. There has been a positive impact not only on our revenue but on our other business partnerships as we offer those partners increased services and partnering potential. As the student interest in the Program grows, so do the benefits. The flexibility of the program to funnel rewards either to individuals, charities or marketing efforts has been a key benefit for both the political and business functions of the Students' Council.

As the Assistant General Manager, the Program information reports that the GLX Program can generate for the program and the professional services received are invaluable. They help cement a winning concept into a cornerstone position to move ahead with helping to solve those issues that I mentioned at the start of this letter. I personally recommend Richard Trieber and his team of professionals at GLX as a venture partner.

Sincerely,

Mark A. Osborne  
President  
Mission Guard Consulting