



November 13<sup>th</sup> 2007

To Whom It May Concern,

As the Head of Study Abroad Programmes at the American InterContinental University in London, it is my pleasure to recommend the services of Piccell Wireless and Platform 3000 to universities with American students.

Our study abroad students have been using Piccell's services for a number of years and overall the students seem satisfied with the phones and the reasonable price plans that are being offered. A percentage of our students purchase their rented phones before arriving in the UK while the others wait until they arrive in London to get their phones. Either way, the students express their satisfaction with the quick turn around times and the fact that they are given a phone number immediately that they can pass onto family and friends.

We invite a representative of Piccell to our new student Orientations and the person that is sent out from the company is always professional, knowledgeable and friendly. They take the work off the university staff members who are frequently asked by students about mobile phones and the best rates available in London. This way we can point them in the direction of a Piccell employee and they can have their questions answered and receive their phone there and then. Additionally, if there are any problems with the phone (which there rarely are) a Piccell representative is just on the other end of the phone to assist the students.

We hope to continue to do business with and to back the services of Piccell Wireless and Platform 3000 for years to come.

Sincerely,

Gianna De Salvo  
Head of Study Abroad Programmes  
AIU London

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