

RICHARDS

ZETA

BUILDING INTELLIGENCE



October 10, 2005

To our valued System Integrator Partners:

I am pleased to announce the addition of Neil Gifford to the RZ Team who will be responsible for System Integrator Channel Sales.

Neil has 25 years experience in the building automation industry, most recently with the largest Delta dealer in the US. Neil's resume also includes experience with Johnson Controls, Automated Logic and United Technologies.

At RZ we have heard and listened to your expressed needs for more field support. With that in mind we wanted to make sure to find someone who has "walked in your shoes". Neil has been there, in positions ranging from front line sales to sales management to branch management. Neil is very passionate about systems integration, sales training and estimating and is ready to help your organization be more successful.

Neil will be communicating with each of you shortly to better understand your needs and challenges; ready to assist you in developing an RZ business plan for 2006, while helping each of you to achieve or exceed your goals for the balance of this year.

Neil is working directly with Doug Smith to develop some new tools to help you better understand your competition, understand where RZ is the most competitive, and how to truly differentiate and present your solution to your customers. Together Neil and Doug will assist each of you in understanding and using energy savings tools and services such as ENERGY STAR in creating proposals that will allow you to more effectively pursue and secure projects at higher margins and not lowest bid.

At RZ, we are committed to helping your company be more successful, and we are putting even more resources in place to support that commitment. In the coming days Neil will be reaching out to each of you personally to offer his assistance and support to you and your team; if you have immediate needs, Neil can be reached in the office at 805-692-5560 x 238 or at ngifford@richards-zeta.com.

Best Regards,

Edmund Richards
President/CEO