



Seattle Telco Credit Union

October 27, 1998

Re: Profit Motivators, Inc.

To Whom It May Concern:

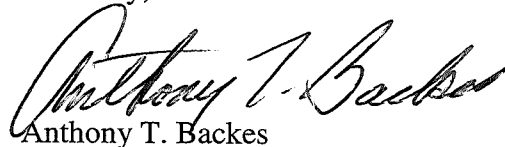
Seattle Telco engaged Profit Motivators in early 1998 to find ways to improve member service and increase profitability. Their work included a review of our pricing for all services and fees; review of the operating policies and procedures for all credit union positions; and implementation of a new staffing system for the credit union.

The program required a significant level of commitment and participation from my management team. Each of them is now a better manager as they have learned to develop and analyze key information to base their decisions on. In all, approximately 175 recommendations have come forward as a result of their program. Over 80% of the recommendations have been approved and implemented.

Perhaps the greatest benefits have come in the staffing area. By using their information tracking system, we now have the ability to know what our member service needs are for each hour of the day and each day of the week and month. As a result, the productivity and utilization of our staff has improved significantly, and so has member service.

We are continuing to make changes and show improvements throughout the credit union. I would estimate that the net annual impact of all changes is between \$350,000 and \$400,000. Furthermore, I am convinced that our potential is much greater than that. I intend to have them back in the first half of 1999.

Sincerely,



Anthony T. Backes
President and CEO

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