



SAMPLE C-TAP COMFORT LETTER

Date

Customer Name

Company Name

Address

City, State Zip

Dear NAME,

[TAG MEMBER NAME], a leading provider of unified communications and data services, has communicated to us that your company is evaluating a technology purchase.

[TAG MEMBER NAME] is a premier Member of Technology Assurance Group (TAG), an international organization of outstanding unified communications companies whose mission is to support the interests of its Member companies and the customers they serve. One example of this support is an assurance that [CUSTOMER NAME] will receive full value from the Current Technology Assurance Plan (C-TAP) provided by [TAG MEMBER NAME]. In the unlikely event [TAG MEMBER NAME] is no longer available to service your needs, Technology Assurance Group, Inc. will secure an alternate dealer to provide the benefits of the program. This valuable assurance provision promises you the continuous coverage and the continuity of benefits you expect relative to the technology you are about to acquire.

[TAG MEMBER NAME] has made a substantial financial commitment to TAG to help benefit their customers. They have met rigorous qualifications to be accepted into our organization. A few examples of TAG's standards for Membership include:

- Strongest Community Reputation
- Demonstrated Expertise in the Communications and Data Services Industry
- Measurable Financial Strength
- Measurable Response Times
- Technical Expertise Measured by their Convergence Technology Training and Certifications

Our association with [TAG MEMBER NAME] will give you the peace of mind that the exceptional benefits you anticipate will be delivered. Under the Current Technology Assurance Plan (C-TAP) TAG will assure the performance of [TAG MEMBER NAME] on your behalf.

Sincerely,

Dale Johnson
CEO