



To Whom It May Concern:

JAEntertainment Group (JAG), an international holding company from the Netherlands that has a range of diversified interests from theme park designs to event production ventured into the Malaysian market with JAG Concerts & Events Sdn Bhd, JAGTickets.com.my. Incorporated in Malaysia and based in Kuala Lumpur.

In view of our concerts & events production for 2011, such as Michael Buble and recently David Foster & Friends, we have been investigating the possibilities and feasibility to introduce our own online concert ticket sales service. We were aiming for the best possible system in terms of online communications and promotions, operations, payment system and flexibility. After extensive research in both Malaysia and Singapore, we decided to proceed with DCatalyst Sdn Bhd.

The key factor that led us to embark on this successful venture with DCatalyst was because of the flexibility of their system to customize to our marketing and ticketing requirements. They were able to facilitate our 'early bird' promotion whereby Malaysia Airlines Enrich members were offered discounted concert tickets before the public sales commenced. DCatalyst was also able to validate the Enrich members as well as integrate the process of our merchant bank- Maybank's e-payment into its system. This successful integration with Maybank's e-payment system allowed all payment made for concert tickets to be credited directly into JAGEntertainment account, providing a smooth and fast transaction process.

DCatalyst was also able to facilitate a complex seat selection processes with multiple priced seating as well as discounted and free seating selection to cater to a broad spectrum of audiences.

We also fully utilised DCatalyst's database system to record, sort and store our customer details which we then proceeded to use for our email communications to promote our events through their email blasting system.

DCatalyst was always able to successfully execute the scope of work assigned to them and we consider them to be an asset to our operations.

Yours truly,
JAEntertainment Group Sdn Bhd

A handwritten signature in red ink, appearing to read 'R James Alexander', is written over a faint, large, light-blue watermark of the JA Entertainment Group logo.

R James Alexander