



## **Reference for Run The Red Ltd**

**To whom it may concern,**

**1<sup>st</sup> December 2003**

Telecom uses and relies upon a number of companies to assist us in providing the best possible services to our customers – businesses, organisations and end-users.

In order to ensure that we are at the cutting edge of technology, continually developing and refining the range of wireless telecoms services we offer, we work with specialist companies that are working in niche areas.

Given that our customers look to the Telecom brand as a guarantee of quality and service, when we partner with a company we expect extremely high standards of service, attention to detail and a commitment to excellence.

Telecom Mobile has commissioned Run The Red Ltd to develop a number of services for us. We expect innovative, popular and reliable applications that effectively enhance Telecom's brand and leverage our sponsorship properties. Run The Red Ltd have proven themselves to be an excellent company to work with. The team are focused, enthusiastic and flexible. The solutions they have delivered to Telecom have been very popular with our customers - the Americas Cup campaign generated approx. 1.7m messages, remaining the largest campaign to-date in New Zealand. We have found Run The Red Ltd very reliable from a technical and connectivity perspective.

Please feel free to contact me for further information if required.

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