



November 10th, 2008
Miami, FL

Dear Partner:

Thank you for visiting our website. We appreciate your interest in learning more about how Avio can assist you in growing your sales in Latin America while minimizing your OPEX.

The economic situation in the United States is challenging and worrisome. Yet, the Economist predicts GDP growth rates in the top seven Latin American countries to average **over 3% in 2009 and close to 4% in 2010**. The CAGR for IT investment in these countries will be close to 7% through 2012. Telefonica recently announced it is holding steady in its revenue projections for 2009 and 2010. In comparison, the United States, Europe and Japan's GDP are forecasted to grow, when averaged, less than 1% (<http://www.avio20.net/WhyLAT.html>).

To grow or even survive, IT manufacturers need additional revenue to make up for lackluster sales next year. Channels, in the United States and Europe, are likely to focus on their core, bread and butter solutions, leaving many IT companies with an additional challenge to growth.

Leading IT manufacturers are faced with stark choices today: lay off people, cut back expenses, hunker down and hope for the best. Another choice is to make investments in emerging markets that will still grow in 2009 and beyond, to help minimize the pain next year.

Latin America is an emerging market that will help mitigate lower sales in the United States and Europe next year. One positive tactical and strategic investment is to increase sales and presence in this growing region. Within Latin America, there are even segments that will grow greater than the respective economies.

Adding headcount to grow your sales in Latin America is expensive and in these trying times there is an option that will provide better results. The wiser investment is to leverage Avio's outsource model.

Avio can save you over 50% in costs associated with sales, channel and marketing activities, due to our structure, scalability and reach. With presence in the major countries in Latin America, you will have local representation by seasoned executives who will have immediate and positive impact on your sales.

Working with Avio in Latin America, a reputable, ethical and results oriented sales, channels and marketing firm, IT manufacturers will minimize projected slower sales next year and beyond.

Please look through our website for more information and feel free to contact us to discuss in more detail how Avio can add value to your sales operations.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Freeman", with a long horizontal flourish extending to the right.

Robert C. Freeman
Managing Partner
Avio Latin America
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