



April 9, 2004

Tim Mescon
Dean of the College of Business
Michael J. Coles College of Business
Kennesaw State University
1000 Chastain Road
Kennesaw, GA 30144-5591

Dear Tim:

This letter is to inform you of our decision regarding your application for Certification by the Professional Society for Sales & Marketing Training (SMT). We appreciate your interest in SMT and hope to enjoy your continued participation in our programs.

After careful review of your application and the assessment conducted during our visit, we are pleased to announce that Kennesaw State University fits our criteria for certification. You will be receiving a plaque recognizing this achievement at the upcoming 2004 SMT Annual Conference in Boca Raton, Florida.

Congratulations to you and your entire staff!

Sincerely,

Roger M. Yaffe
Executive Director, Professional Society for Sales & Marketing Training