October 23, 2000

Mr. Joseph Hardin, Jr., President and Chief Executive Officer
Kinko's Inc
255 W. Stanley Ave.
Ventura, CA 93002-8000

Dear Mr. Hardin:

We recently conducted a comprehensive assessment of the relationship-building capabilities of your e-Business site, Kinkos.com, versus those of Officemax.com, Staples.com and Mbe.com.

The analysis was conducted at our own expense by strategy, branding, marketing and technology experts from our relationship management center, utilizing our proprietary *e-Relationship Quotient* ™ (*e*RQ) methodology. The *e*RQ is a quantitative benchmarking tool based on some 150 metrics that measure the relationship-building capabilities of an e-Business. The following is a summary of our findings across the four key dimensions that Nexgenix believes, together, give rise to effective relationship-building:

- **Transactive Management** – Officemax.com beats all competitors. **Kinkos.com ranks 3rd out of 4.**
- **Touchpoint Management – Kinkos.com is tops.**
- **Knowledge Management** – Officemax.com scores highest. **Kinkos.com ties for 2nd out of 4.**
- **Reward Management – Kinkos.com and Officemax.com lead all sites tested.**

As a Vignette customer we can help you extend your V/5 platform and enable an end-to-end e-Marketing solution to help you regain your leadership position. By using the Vignette V/5 Relationship Marketing Server, you will be able to further differentiate your e-Business in a marketplace that is becoming more crowded and competitive every day. To build a profitable e-Business, you must be able to:

- Analyze customer interactions to gain valuable insights into how to enhance your e-Business
- Segment your visitors and customers into groups with common profiles to allow more effective targeting
- Easily control the content and delivery of campaigns through multiple communications channels, such as fax, e-Mail, the Web, and wireless devices
- Personalize your products and services online to best meet your customers' needs
- Reward customers for patronizing your e-Business

Nexgenix, a Tier-1 Vignette implementation partner, can help you develop a robust Vignette-based solution that incorporates leading processes and technologies, such as wireless content distribution, relationship marketing and personalization. Nexgenix has already delivered successful Vignette-based solutions for industry leaders like Thirsty, pennNet, filmsOn.com and Worldo.

Our relationship-building methodology, Vignette reusable components and knowledgebase, along with our solid experience and project management, have allowed us to help our clients further differentiate their e-Businesses and drive toward new levels of profitability. We offer a unique fixed-time, fixed-price engagement model, backed by a 10-year track record of successful business intelligence, CRM, and marketing analytics implementations.

I will be contacting you tomorrow to further discuss further how Nexgenix can help you build closer and more profitable customer relationships leveraging your current Vignette investments.

Sincerely,

Carol Munroe
Vice President, Nexgenix
(800) 663 9436 ext. 401

cc: Mr. Fred Hercvig, CIO
cc: Ms. Laura Kurzu, VP of Marketing

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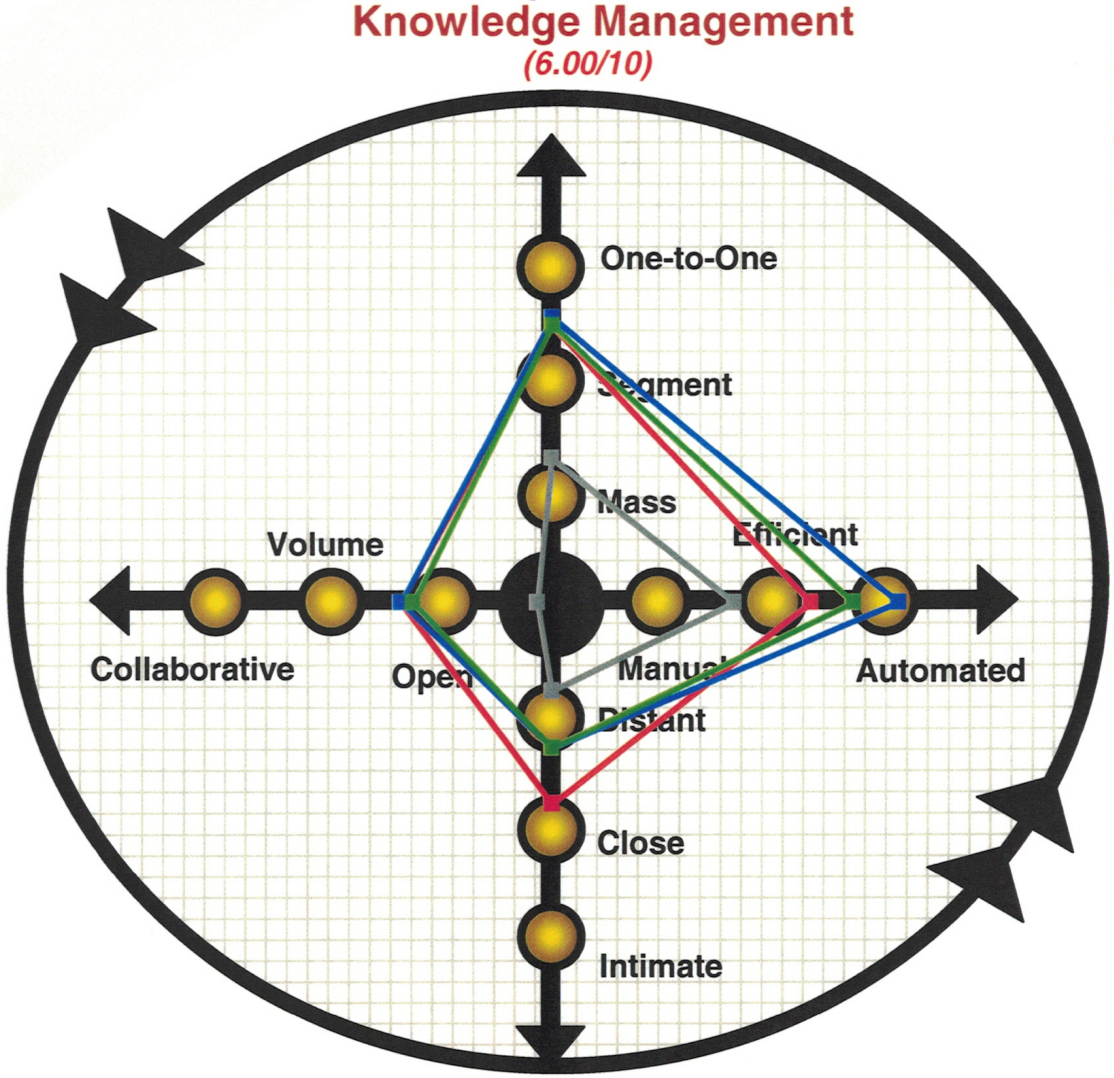
360° e-Relationship ValueGraph™

For Kinkos.com and Competitors



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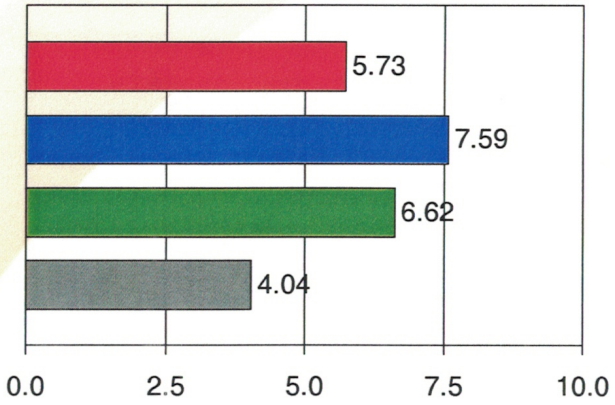
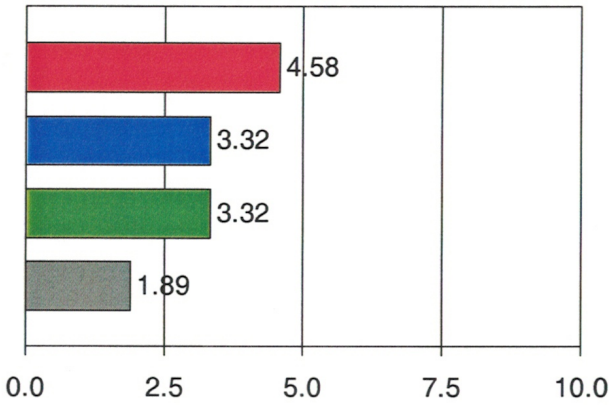
360° e-Relationship Metrics™

For Kinkos.com and Competitors

Transactive eRQ

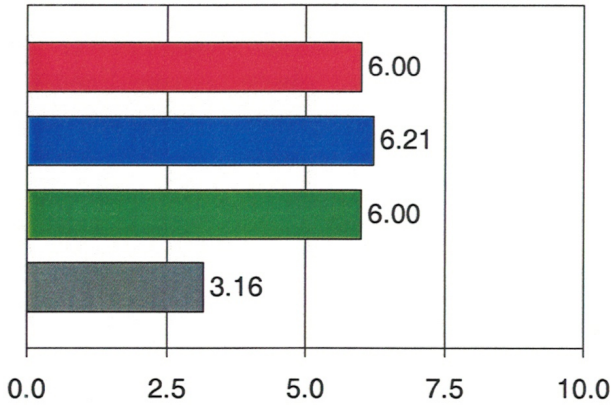


Touchpoint eRQ

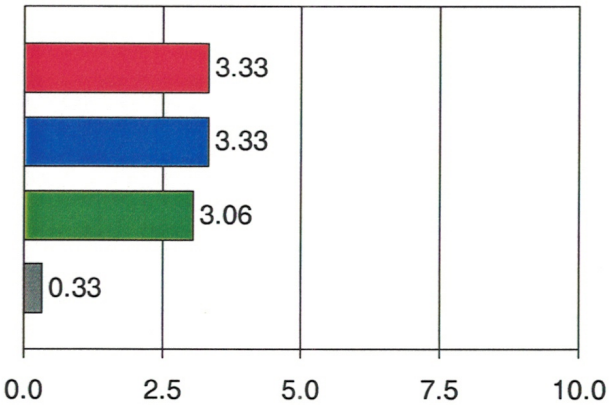


Kinkos.com
Officemax.com
Staples.com
Mbe.com

Knowledge eRQ



Reward eRQ



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