

STAGE STORES

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Stage Stores Inc.
10201 Main St
Houston, TX 77025

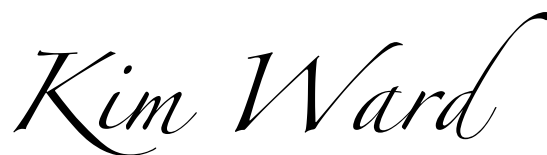
To Whom It May Concern:

Reality Based Group™ has been an exceptional vendor partner for our organization. I highly recommend the entire team for their responsiveness. Having a vendor that responds to our needs almost immediately is critical to the success of our customer experience program. Reality Based Group™ provides us with exceptional data that helps our organization spot trends and make immediate adjustments. They have provided our organization with superior customer service, and invaluable insight.

The products and services that Reality Based Group™ has provided our team has helped us to know where our strengths and weaknesses are so that we can take action and make a difference with our customers. Without this type of actionable data, we would be left not knowing the level of service our customer base is receiving. Because of Reality Based Group™ and the services that they provide us, we know that our customers' feelings and attitudes are being made a priority by our staff, and we know where we can make improvements to make that customer experience even better. We could not do this without our partnership with Reality Based Group™.

Any company truly wanting to measure their customer experience would benefit from a partner like Reality Based Group™.

Sincerely,



Kim Ward
Manager, Store Operations
Stage Stores, Inc.