

# KNIGHT

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August 2001

Marketing Breakthrough's Inc.  
217 Pinnacle St.  
Belleville, Ont.  
K8N-3A7

Mr. Steve Klein

Dear Steve, it is with delight that I have prepared the following letter of reference specifically outlining some of the great work your company has done for us over the past few years.

To whom it may concern: Letters of reference are at best "difficult" to write. Now having said that I really am delighted to provide one for Steve Klein and his team of professionals.

Our first task for Marketing Breakthrough's was our CarStar franchise. Steve's team handled everything from the creative media work, all image material including building signage, letterhead, business cards and also a complete image overhaul of our existing facility more specifically the customer area. Steve's team listened carefully to our needs, did a lot of market research and presented an outstanding package. The quality of the copywriting and studio design work has been truly excellent. The total "launch" was exceptional!

Steve and his team clearly excelled in our first project and exceeded our expectations. The bottom line was simple...we got tremendous results. Once the first project was completed we contracted with Marketing Breakthrough's to do the same type of work in every department in the dealership. The mandate for each of the remaining four departments was simple: make us a local market place leader known for quality and competitive pricing. During the past two years each of our departments has undergone significant changes with solid results.

Equally important to the above has been Marketing Breakthrough's ability to develop, launch and successfully deploy many sales campaign's. Once the target market has been identified, Steve and his team have come up with great material with remarkable results. Yes we have Marketing Breakthrough's on an annual contract to keep our business on the leading edge of competitiveness.

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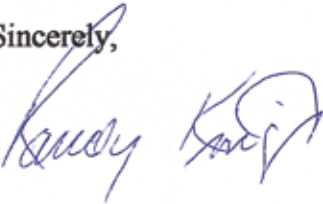
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Outstanding work, attention to detail, vast multi media experience, and an unsurpassed ability to execute a their comprehensive business plan, along with personalized service are the ingredients that Marketing Breakthrough's is known for.

Should you require any further information, hopefully not specific to the automobile industry, I would be delighted to speak with you. You will be hard pressed to find a company that will out deliver the results that we have enjoyed with Steve Klein.

Sincerely,

A handwritten signature in blue ink, appearing to read "Randy Knight". The signature is stylized and cursive, with the first name "Randy" written in a larger, more prominent script than the last name "Knight".

Randy Knight  
President