



December 22, 2004

The Ottawa Senators have been working with Mr. Klein for the past three years. He has been instrumental in designing and executing a number of co-marketing opportunities between the Ottawa Senators and some key customers. These strategic and creative programs have raised the profile and sales revenue of these companies and have created real value for our organization.

In addition, Mr. Klein serves as a member of our Silver Sticks advisory board. The Silver Sticks are a group of high profile business leaders who are tasked with raising the profile of the Ottawa Senators Hockey Club in the Ottawa region by connecting us to the local business community. They also serve as a valuable resource to our management team for vetting strategic direction. Mr. Klein has spent considerable time providing valuable direction for our sales and marketing initiatives.

I highly recommend Marketing Breakthroughs to any organization looking to increase their profile and grow their revenues – particularly in the areas of sport and recreation. Please feel free to contact me at any time to discuss further.

Yours Truly,

Mark V. Bonneau
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