

Mike Fair

CHEVROLET • CADILLAC LTD.

"Famous for Fairness"

April 22nd, 2007.

Marketing Breakthroughs Inc.
1150 Morrison Drive
Suite 201A
Ottawa, On
K2H 8S9

Dear Steve,

I wanted to take a few moments to write to you and express my delight with the finished product of our new web site www.mikefairchevcadillac.com, the success of which you and your staff was an instrumental part.

As you are aware I initially and rather naively, believed that I was capable of developing the text content on my own for our site. During my attempt to do so, it became quickly apparent that I was out of my league and hence, sought out your services thru a referral.

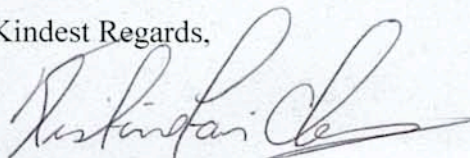
Your personal approach and sincere interest in joining me on the journey to discover our vision, the consumer we wished to attract, the message we wished to convey, and the visual appeal for this site made the whole process less stressful and remarkably enjoyable.

You should be proud of the professionalism and sincerity and responsiveness of your staff – their approach conveyed to me that they treated this project as if they were developing their own web site

Although our web site has only been live for a few short weeks, we have already received numerous compliments for its unique look and especially its warm, inviting, and user-friendly atmosphere. When it comes time to update my web content for the 2008 model year, you can rest assured that your team will be top of mind for me to do this task.

Again, sincere thanks for helping us make our web site possible.

Kindest Regards,



Kristine Fair-Clemmens
General Manager,
Mike Fair Chevrolet Cadillac Ltd,
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