

08 January 2008

Mr. Steve Klein  
President  
Marketing Breakthroughs Inc.  
1150 Morrison Drive, Suite 201A  
Ottawa, ON K2H 8S9

Dear Steve:

Once again, I would like to thank you for doing such a wonderful job changing our entire business model. For you, I know it was a challenge to get us to think outside the box, to examine and analyze our customer base to determine profitability and to make tough financial decisions such as dropping clients who were costing us money. You were especially helpful in leading us to understand who our ideal clients should be and to show us how to step to the front of the pack and how to become leaders in our industry. With your guidance, we were able to discern our strategic advantages, to leave behind old ways of doing business and to become really creative on the marketing side.

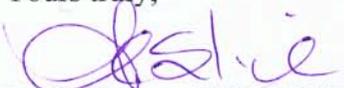
You made our place of business an exciting location for our customers to visit, giving us some superb ideas on how to make our clients feel special and welcome. You taught us how to write press releases to maximize our exposure without having to pay for it. You taught us how to market ourselves with distinction, in a professional yet fun way. You helped us to identify our niche, to develop our areas of expertise and to set ourselves apart from other travel retailers by using your marketing techniques. Your incisive abilities and wealth of experience in the business and marketing fields set you apart from other marketers. The stunning, fun and innovative corporate brochure you orchestrated for us is a shining example – complete with unusual photography to illustrate our strengths. Your previous careers in both management and sales, as well as your imaginative team at MB, give you a distinct lead over your competition.

You changed my life and that of our business. As a result, we have been recognized with several awards, from Ottawa Businesswoman of the Year in 2002, to Gold winners of the Ottawa Chamber of Commerce, Professional Services of the Year in 2004, to this year's 2007 United Way Community Builder Award.

Your marketing study for the Manotick Business Improvement Area was such good work and so well researched that the entire membership embraced your concepts to bring future tourists and commerce to Manotick and to help Manotick retain its unique position as Ottawa's historic waterfront village.

With warmest appreciation, I remain,

Yours truly,

  
Leslie Coates, CTC, MCC  
Vice-President