



MacEwen Petroleum  
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November 25, 2010

To whom it may concern:

MacEwen has been working with Envision Online since June 2009, when we contracted them to create a new, updated web site. I knew the project was going to succeed beyond my expectations when I saw the design. It was crisp, clean, modern, yet balanced with the down-to-earth character that is a part of our organization and our marketing approach. Todd and his team definitely get it.

As part of the new site, we challenged Envision to create some custom tools for the new site as well. As a petroleum retailer with gas stations and home comfort centres all over Ontario and Quebec, we needed tools that allow our site users to find the branch nearest them with the right combination of services. Users also needed a way to connect with the station nearest them directly, without having to go through the head office. Once again, Envision delivered.

The project process was well-organized and smooth – we never felt like we were left in the dark, and Envision responded swiftly to our needs. The site they created for us is easy to update, and if we have questions, we can always get a hold of someone there. As part of an organization that prioritizes customer service, I would have to say that their customer service is second to none.

Marketing Breakthroughs was brought on board the project to provide a Search Engine Optimization strategy, site copy, and to organize a professional photo shoot for web site images. I was impressed with how quickly they grasped the unique identity of MacEwen, and reflected it in the copy they wrote for us. Thanks to their SEO strategy, we get impressive traffic through the site.

These two organizations worked seamlessly together for us, and are clearly well practiced at delivering a full spectrum of online services.

I wholeheartedly recommend Envision Online and Marketing Breakthroughs. Our experience is that they will provide a best in class solution and proven results.

Sincerely,

A handwritten signature in black ink, appearing to read "Ian McLean".

Ian McLean  
Marketing & Procurement Manager