



G. R. BAIRD FINANCIAL GROUP INC.
Insurance and Investment Services

December 19, 2003

To Whom It May Concern:

Mr. Steve Klein of Marketing Breakthroughs has recently provided us with three options as to how to achieve our new marketing objectives.

The option we selected involved Marketing Breakthroughs constructing a database of prospects. The database was researched and built in Excel and all entries were telephone verified. In addition to this database was a direct mail letter also prepared by Marketing Breakthroughs and designed to accompany an existing corporate brochure that Marketing Breakthroughs had created. We provided Steve with information that we would like to see in a corporate brochure and, he was able to "make it a sparkle" and put it together in a brochure that is of a very high quality. We are pleased that many clients have commented on its quality and professional appearance.

Once the course of action had been decided, the database and letter were provided to us well within our time line and with only very minor modifications required. In additions, upon presentation of the completed database, Mr. Klein provided us with useful tips and a sample script for a sales approach and overcoming objections. He also suggested a manageable approach to implementing our marketing campaign, a simple means of following up our sales calls and tracking our success.

Our success in the early stages of our campaign has been much greater than anticipated with the likelihood of three immediate sales and four solid leads for sales within the next year, all within the first thirty contacts.

Overall, the experiences we have had dealing with Mr. Klein and Marketing Breakthroughs have been very positive.

Sincerely,

Graeme D. Baird,
President

666 Kirkwood Ave., Suite 201
Ottawa, ON, Canada
K1Z 5X9

Telephone: 613-792-3385 ext. 103
Facsimile: 613-792-3391
E-mail: gbaird@rgpafin.com
Toll Free: 1-800-723-6735