



June 14, 2005

Mr. Steve Klein
Marketing Breakthroughs Inc.
201A - 1150 Morrison Drive
Ottawa, On K2H 8S9

Dear Steve:

We wish to extend our sincere appreciation to you, and your staff, for your contributions to our rebranding process. It is amazing that a year has passed since the project began, a year full of change and growth for our company.

From the initial meetings to create our new brand and marketing strategies, to the choosing of the final artwork, we were treated with the utmost respect by both you, and your staff. The timely delivery of all phases of the project ensured that the new branding, Cooke's Fine Foods and Coffee, was ready for our busiest season.

The branding management package we received has proven to be an invaluable reference. We are able to ensure the correct reproduction of our brand when dealing with both stationary suppliers and the media.

On a daily basis we are reminded of the creativity, talent and dedication that is, Marketing Breakthroughs Inc.. We are extremely proud of the "Tourist Card" created for us by Coleen and Shikha, as it truly reflects the warmth and magic of our business.

We wish your company continued success, and look forward to working with you in the future.

Yours truly,
COOKE'S OLD WORLD SHOP LIMITED

Susan D. Cooke
President

Cooke's Old World Shop Limited

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