

January 9, 2008

To Whom It May Concern:



**HOLMES**

HEATING • COOLING • AIR QUALITY

Holmes Heating has been involved with Marketing Breakthroughs since early 2006. At the time, our company realized that it had grown significantly and needed the services of a professional marketer to maintain and continue this growth. Steve Klein and his professional staff stepped in and have since provided us with extremely cost-effective solutions for all of our marketing and media programs.

In addition to a complete company rebranding, brand-new vehicle graphic designs, a professionally-produced DVD and a number of brochures, signs, radio and print ads, perhaps the biggest and most impressive project completed by Marketing Breakthroughs was the total redesign of our website and lead generation tracking capabilities. Since this web project was completed, Holmes Heating has seen a 40% increase in lead generation through our website.

Our company continues to work with Marketing Breakthroughs because of how much time, energy and money they save us. Meetings are always efficient and very organized due to the well-defined, easy-to-follow planning process where everybody is always prepared and on the same page, every step of the way.

Steve and his team are also very good at taking a concept, breaking it down into its different stages and turning out a finished product on a very tight schedule. From a client's perspective, one of the greatest advantages of working with Marketing Breakthroughs is this tremendous project turnaround time – every project they've completed for us has been finished as promised, on time and on budget.

Since becoming involved with Marketing Breakthroughs, our company has reduced our overall advertising expenses by 50% (or \$130,000 per year), while at the same time, increasing our revenue base by 18.5% per year. These savings have allowed us to grow and expand several other aspects of the company.

I have nothing by the greatest respect for Steve Klein and his staff. They truly are an integral part of our company's success and I would highly recommend them to any organization looking for top-quality marketing, advertising and branding support.

Sincerely,

Mike Latreille  
Vice President, Business Development  
Holmes Heating Inc.