



March 28, 2007

Steve Klein
President/Creative Director
Marketing Breakthroughs Inc.
1150 Morrison Dr. Suite 201A
Ottawa, On
K2H 8S9

Dear Steve:

It gives me great pleasure to let you know how much Marketing Breakthroughs has helped Paramount throughout the past three years. You and your team have been an integral part of creating a strong brand for our company, which has helped revolutionize us from a small to a medium size business. This has been extremely apparent with our improved signage, our print advertisements as well as our institutional advertisements.

The success we've already had with our website has been extraordinary. You were the driving force throughout the entire process by initially creating a vision for the site, producing the RFP and guiding us to the right web developer, developing all of the content, and coordinating all of the visual and sound effects. You then spearheaded the project that significantly enhanced our website's search engine optimization. Since implementing this project, we have more than tripled the amount of visitors to our website. As a result, our total yearly spending on advertising has decreased considerably.

On a personal note, I wish to thank you for all of your personal touch and expert advice that you've given us. Your vision and professionalism is unmatched and your genuine care for the success of our company is greatly appreciated.

Kindest Regards,

A handwritten signature in black ink, appearing to read 'Ken Ages', is written over the typed name.

Ken Ages
Vice President