

May 9, 2011

To Whom It May Concern,

My name is Julien LeBlanc and I joined Holmes Heating as the General Manager just over a year ago. My resume includes working for global companies such as McCain and Pepsi in various senior roles.

In my last role as Global Sales and Marketing Director for training and development at McCain, I worked with marketing agencies from all over the world and my expectations for what a marketing partner should be able to deliver are extremely high.

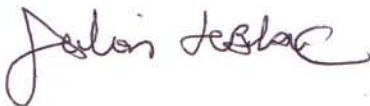
As such, we've challenged MB to help us build a "world class" organization by acting and thinking differently than our competition. So far, they've not only accepted the challenge, but managed to help us reset the bar in terms of what is actually possible to achieve in the Ottawa market.

Here's a few reasons why MB has impressed me since day one of working with the team:

- ▶ MB's proprietary "VP Marketing Solution" allows-us to have the brain trust of a really good marketing department at our disposal 24/7 without having to incur the fixed costs associated with this function.
- ▶ MB's web marketing solution has been critical part of our integrated marketing strategy (Lead generation machine, educational website, and interactive experience are just a few words to describe what our "new" website will deliver when we go live at the end of May).
- ▶ Branding strategy experts that understand what it takes to deliver significant "profitable" growth.

In Q1 2011, we delivered 100% growth vs. Q1 of 2010 and I must say that Steve's team at MB played a significant role in this success.

Steve has surrounded himself with intelligent, innovative, and results-oriented marketers that truly understand the concept of delivering value each and every day.



Julien LeBlanc
General Manager

