



DOMINIION Sales & Marketing Services Inc.
141-6200 McKay Avenue Suite 758
Burnaby, BC
V5H 4M9

Attention: Tyler Dawson

RE: Reference for StockStreams

Dear Tyler,

As you know, StockStreams Inc. was formed in March 1999 to investigate the design and launch of our proprietary financial software product. Our product provides data screening and investment information over the Internet. Prior to committing the estimated \$ 3 million dollar investment into this company, we retained your firm. The DOMINIION team was able to;

- Provide a comprehensive feasibility analysis report. This report outlined the probability of success and business risk factors we could anticipate. This report provided the key information we needed prior to making our investment.
- Develop creative product enhancements that had not been introduced by our competitors. We anticipate that these enhancements will give our product significant differential advantages in the market.
- Create a detailed pre and post implementation marketing plan including a comprehensive sales, marketing, and operations budget for a 12 month period.
- Design a corporate image, identity, product name, and key messages to be communicated as the basis for branding our product and company.
- Build a compelling PowerPoint™ presentation to secure investment.

On behalf of the board of directors, we are very pleased with the results of your work – **you exceeded our expectations!** Of all the work completed by your firm, the reports you prepared were some of the best I have seen, and I have reviewed a multitude of business and marketing plans in my time.

The marketing strategies you have developed demonstrate a strong aptitude and clear understanding of Internet marketing for dot-com companies. It is refreshing to find this talent available in Vancouver as opposed to having to source a supplier in the United States.

I would like to thank you for your personal dedication to this project. It was a pleasure working with you and your staff. We will continue to draw upon your expertise and the resources of your firm through the implementation stages of our project.

Yours truly,

A handwritten signature in black ink, appearing to read 'Mike Baker', written over a white background.

Mike Baker
Managing Partner

