



NALLEY'S CANADA LIMITED

750 Chester Road, Delta, B.C. V3M 6J1

To Whom It May Concern:

I met with Tyler Dawson, Marketing Consultant and President of DOMINION Sales & Marketing. Tyler suggested a unique approach to the coordination of our December 1999 product demonstration programs, which included the use of DOMINION "researchers". These research individuals were asked to gather data we needed to know about our consumers while product demonstration people sampled the product to our consumers.

This test pilot program (at 6 lower mainland locations) was implemented by DOMINION in December 1999 and was very successful. We were able to gather survey results from over 1200 customers. The research report presented by DOMINION was **concise, detailed** and presented the answers to key market information **professionally**. This report gives us data that will allow us to more effectively market our products.

Over the past several years Nalley's has hired various traditional "demonstration" companies to promote Nalley's products. These companies executed a very simple approach of setting up a table and displaying our products. The marketing program implemented by DOMINION proved to be unique and valuable for retrieving consumer data. We will continue to use DOMINION's services and we are looking forward to the results of our next program.

Yours truly,

John Frostad
President & CEO
Nalley's Canada Limited