



May 1, 2011

To Whom It May Concern:

I understand that Marketing Breakthroughs is submitting a proposal to your organization. I am pleased to provide this letter of recommendation on behalf of Marketing Breakthroughs based upon the work they did for AtlasCare.

We engaged Marketing Breakthroughs in 2009 following a recommendation from Holmes Heating in Ottawa. I previously had a very informative customer website but it did not generate any identifiable business for AtlasCare. Steve Klein, as a business owner, understands the need to have accountability for results. Marketing Breakthroughs provided a very detailed proposal that included a revenue generation forecast for the site. The implementation was on time and on budget despite considerable expansion of the content on the site. The project management team communicated regularly keeping us up to date on the progress of the development of the site.

One piece that Marketing Breakthroughs does very well is creating quality video content. They have created 4 videos for Atlas Care that have been very well received. They were professionally made and accurately captured the character of our Company. It required them to dig in and really get to know our company in a very hands on way.

The end result is that the site has delivered the volume of leads and revenue that were promised. We get solid leads for each part of our business every day. Website generated leads are now the second largest volume after referrals. We expect this site to continue to grow our business despite the ongoing problems within the economy.

In January of this year, we expanded the mandate of Marketing Breakthroughs to include all marketing activities of the company. In effect we outsourced our marketing function and Steve Klein became our VP of marketing. Steve established a weekly presence in our offices and by coordinating all our marketing efforts under one banner we obtained much more consistent messaging, a seamless customer experience and significantly improved results over last year in an industry that is struggling across the board. The folks at Marketing Breakthroughs work well as a team to deliver outstanding service and timely execution of all projects. We continue to establish ambitious revenue generation goals and hit them.

Steve and the team at Marketing Breakthroughs get it. They understand that it's not about winning marketing awards but rather generating results for their clients. This is the only marketing/advertising organization that I have ever worked with that holds themselves accountable to achieve our goals. It's refreshing.

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The investment has clearly been worth it. I would be pleased to recommend Marketing Breakthroughs to anyone looking to develop a high performing website or engage them to manage their marketing function.

Yours truly

Atlas Care

Roger Grochmal, MBA, P.Eng.
President & CBO

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