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Michael G. Smith  
Smith Business Solutions Inc  
1673 Richmond Street, Suite 218  
London, Ontario N6G 2N3

Dear Michael,

As we conclude our "Going Out of Business" event, it is my pleasure to provide this reference letter to you.

As a family-owned and operated business for over 123 years, it was very important that our event be managed in a professional and profitable manner. Based on our research, we entrusted that task to Smith Business Solutions Inc. We chose very wisely!

From a business metrics perspective, our objectives were met and over-achieved in every area. Our total revenue for the duration of our event was 10% above our annual revenue, even during a very difficult time for our industry. Our overall margins were 10% higher than our average, providing a significant contribution to our profits. Our marketing budget came in fully 15% below plan. Very strong results indeed!

I would also like to provide a special thank you to our consultant, Vic Jonz. His background in business and management provided value not only to our business results but also to the day-to-day operation of our business and personnel.

On a more personal note, we found Vic to be trustworthy, kind, caring and a true gentleman. We found not only a business partner, but a new friend.

In summary, I am very pleased with the management and results of our event and would highly recommend Smith Business Solutions to any organization looking to improve their financials or to the execution of an orderly closing, as was the case with our company. We've now used them for a third time and would recommend them to any retailer!

Best Regards



Jon Dinney