



**MORTIMER**  
L U M B E R

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February 17, 2005

Dear Sir or Madam;

I'm writing to document our experiences with The Sales Matrix. We have been working with them since early 2004. In that time they have created a sales process for us, trained our sales force and delivery staff on that process, created a sales management process, helped us create and hire an outside sales team, done refresher training for our inside sales staff, and helped us hire a sales manager. This year they will be doing additional refresher training for our outside and inside sales people. They will also be helping our store managers implement their part of the sales management process.

The Sales Matrix has invested itself fully in making our company a more focused sales oriented team. They get emotionally involved in the success of the people they train. They get equally emotionally involved when they feel the company is tolerating poor customer service or sub par performance from sales people.

While they are passionate about what they do and will take whatever initiative they are asked to assume, they also work hard at keeping us focused on our roles in driving the success of the company.

They can be candid to the point of being blunt. This is a good thing as subtle communication is frequently misunderstood by those to whom it is directed.

In summary we continue to enjoy and benefit from our continuing relationship with The Sales Matrix and look forward to working with them into the foreseeable future.

Yours truly,

W. P. Bedard  
CFO