



Ms. Lara Veltkamp  
Watershed Marketing Group Inc.  
155 Edward Street, Unit 3A  
Aurora, ON L4G 3L5

July 24, 2006

Dear Lara:

I would like to thank you and your team at Watershed Marketing Group for your help on our many marketing projects over the past three years. Your excellent project management has allowed HS Financial to approach both large and small marketing projects in a very structured and organized manner.

We appreciate your thorough input on concepts and ideas: your sound business processes (and creative eye) have assisted us in making important decisions. The consistent follow-up and attention to detail has helped us to stay on track, meet deadlines and ensure the quality of the national and local promotion of our **PROtique**, **PROfur** and **Welcome Home** programs.

I feel our working relationship has been developed on trust, knowledge, experience and respect of our mutual capabilities. It is a pleasure to work with you and I thank you for your expertise, knowledge and commitment to projects well done on our behalf.

Sincerely,

A handwritten signature in blue ink, appearing to read "Barbara Reddick".

HS Financial Services Inc.

Barbara Reddick CAIB  
Executive VP, Sales & Service