



**McCain Foods (Canada)**  
*A Division of McCain Foods Limited*

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August 17, 2005.

Mr. Tom Blake  
Sales Championship™ Group  
4025 Yonge Street, Suite 135  
Toronto, ON  
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Dear Tom,

I thought I would share some of the early results from our partnership with Optimé International and particularly around the Sales Championship™ program that culminated at our recent National Sales Conference.

Our experience and results with this highly integrated and competitive approach to sales performance development have been tremendous. First, we staged a Jump Start for our Senior Leaders to embrace the process, align with its objectives and enroll them in the dynamic change from Transactional selling to transformational, Championship Selling - This approach aligns perfectly with a customer focused culture. The process met with tremendous response and as a result our leaders were better enabled to lead the change initiative, while effectively reinforcing and participating in the Sales Championship™ roll-out.

The next component of the program was the very immersive competition staged at our National Conference - and what an experience this was! Our sales force rated this training exercise very highly, as exemplified by the following participant comments:

*"I will definitely use this knowledge (of sales techniques and self) in my everyday work"*

*"Very dynamic, enjoyable and insightful; excellent opportunity for extended, long-term skill / confidence building"*

*"The competition really highlighted my strengths and weaknesses. It opened me to a new concept of selling, and created a sense of urgency and pace that I haven't been used to. It really made me think outside the box. "*

*"Allowed me to extend myself without the fear of making a big mistake. "*

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*"The energy drove me to want to sell and win. "*

*"This was an incredible team challenge that will be remembered and I will continue to think about to help build my skills. "*

Personally, this process and program allowed me to be involved while also being able to evaluate the overall reaction and response to the event. The most critical piece now still lies ahead for us at McCain. We have decided to take the learning and findings the ECI Behavioral studies tied to the Championship, and employ them in a fact based program of continual development that is tailored to the areas of opportunity identified. I look forward to seeing this process through in the next twelve month together with Optimé.

Once again, my sincere thanks to you and your entire team for a job well done. I look forward to a continued, mutually beneficial partnership.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tim Hedges', with a long horizontal flourish extending to the right.

Tim Hedges  
Vice President, Sales