



August 31,2005

Mr. Hugues Gibeault  
Sales Championship™ Group  
4025 Yonge Street, Suite 135  
Toronto, Ontario  
M2P 2E3

Dear Hugues,

Just a quick note to follow up on the July 10-11 training program executed by your team in conjunction with the good folks from experience it inc. Simply put...an outstanding couple of days that still has my people talking. The Sales Championship™ far exceeded my expectations in terms of delivery and impact and I applaud your entire team for a tremendous execution.

Your team did a great job of customizing the program to drive the application of Vincor's sales process and benchmark our team's progress in key focus areas of our high performance sales development program. The quantitative and qualitative assessments that were conducted will give us a very concise picture of our sales force's real behaviors, and what needs to be addressed to further improve sales performance. Many of our Sales Leaders have commented that in playing the role of customer they were really impressed with the tangible improvements and skills they witnessed from their sales people.

The entire exercise culminated with the Awards presentation which we tied in with our Annual Awards of Excellence Gala. The emotion and celebration by the winning team and individuals was tremendous, and truly exemplifies why this program is very different from anything I have ever seen.

If you could please forward this letter, with my thanks, to all the people who contributed to make this program come to life. We look forward with anticipation to our continued partnership, and to next year's Sales Championship™!

Best regards,  
  
Ian Burge  
Vice President, Sales