

Murray Warren  
**IncreasedRevenues.com**  
3841 West 39th Avenue  
Vancouver, B.C. V6N 3A8

April 4, 2005

re: **Momentum Conferencing Corporation and IncreasedRevenues.com**

Murray, we are delighted to provide this endorsement letter for you. Please distribute it as you see fit and/or use direct quotes in any of your marketing materials.

Steve Niven, Jeff O'Neill and I are all partners in our company. We work with organizations from all over North America to design and implement audio, video and web conferencing solutions to leverage the success of their distance learning events, sales efforts, and internal and external meetings.

Before we met Murray Warren we all did our own prospecting, new business development and cold calling to locate new sales opportunities and line up meetings and web based demos and presentations of our products and services. We are all long time veterans in sales and cold calling is nothing new to us ... in fact Jeff and I quite like it and are good at it! With that being said, it's not the most productive or best use of our time.

Murray cold called us, we met and then we retained him to build out and manage a Telesales Lead Generation department within our company - as Murray calls it, set up 'Openers and "Closers"'. The Openers strictly reach out to Top Level decision makers and generate meetings and demos for the Closers. The Closers do nothing but engage in meetings and demos and - close deals .

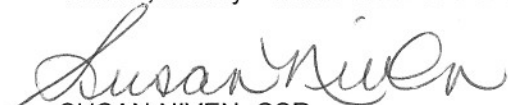
We are now in our 4<sup>th</sup> month and are incredibly happy with the Sales and Productivity results.

- Murray located and recommended 2 spectacular new Openers - David and Richard, who we hired as Business Development Specialists in late November.
- Since that time, our sales activity has increased dramatically
- The bottom line new sales revenues have increased over 150% in the last 3 months, and we have secured some great new clients.
- Murray's ongoing coaching, Telesales scripts, objection handlers and training with the guys has been the key to the success.
- The separation of functions has made all of us more effective in our use of time, and in performing our specific sales-related functions.

Jeff, Steve and I don't spend our time cold calling any more. We are so busy trying to keep up with all the new business, it's just been amazing. In fact , as of April 11 we have two new Business Development Specialists starting on staff - recruited and qualified by Murray - and we will be expanding the duties of the first two ... to get them started doing demos on their own, and closing smaller deals.

Our experience proves that the "Opener—Closer" set up works extremely well and will create positive bottom line results for you in two ways ... accelerating your sales results massively; and creating a logical and exciting career path for your Sales Professionals.

Thanks, Murray - much continued success to you!

  
SUSAN NIVEN, CSP  
Vice President - Marketing

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