



1900 - 570 Granville Street | Vancouver, British Columbia, Canada | V6C 3P1 | P. 604-662-8100 | F. 604-662-8142

February 2, 2007

To Whom It May Concern:

Re: Murray Warren

Murray Warren first cold called me approximately six months ago. Admittedly, I was initially skeptical, as most of us are when we receive a cold call. Murray's approach was professional and concise and I began finding myself smoothly moved along in the sales cycle. I started to see the potential in what he was offering us. BuildDirect is a company that is experiencing explosive growth and one may observe that sometimes we fall into a pattern of being a reactive sales organization. Murray suggested a course of action to proactively developed lead generation that was very attractive to us. He contracted two telesales people for us and handled all aspects of training these individuals. Both of them have turned into great members of our team and they are now full time employees. Murray handled that process extremely well. He is a hands on professional, rolling his sleeves up and leading by example. The playbook that he created for us is one that we can continue to us going forward.

I have been consistently impressed by his attitude towards his work and his performance on the job. He delivered everything he promised and I would not hesitate to use him again.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert Banks", with a long horizontal flourish extending to the right.

Robert Banks  
EVP Sales  
BuildDirect