



March 11, 2009

To whom it may concern

Re: James M. Heidema

Our company, INTEGRA Technologies Ltd, has been working with James M. Heidema and Professional Sales Plus, Inc. for the past 8 years. We have found his work to be of great value to our sales team. His unique skills have assisted our employees and their managers to develop and grow in their professional roles.

We have no hesitancy in recommending James and his company to any company that wishes to professionally develop their salespersons and managers. As well as being skilled as a professional developer, James has a strong work ethic and high degree of integrity.

Yours truly,

A handwritten signature in black ink, appearing to read "P. Gordon Britton". The signature is fluid and cursive, with a prominent initial "P" and a long, sweeping underline.

P. Gordon Britton  
President  
INTEGRA Technologies Ltd