



December 18, 2000

Mr. Baha Habashy  
Principle  
Integrity + Consulting Team  
24 Dewitt court  
Markham, Ontario  
L3P 3Y3

**Reference: Business Development Engagement**

Dear Baha:

I am writing to express our extreme satisfaction with your business development services. Gamma-Dynacare Medical Laboratories (GDML) enjoys a strong leadership position in our core markets. Rapid changes in the healthcare market have created many new challenges and opportunities. We needed to examine our business development structures and strategies. With this in view, we engaged your services to consult to our senior management and help us think of ways that would reenergize and refocus our marketing efforts.

The GDML Vice Presidents responsible for Business Development you met with were very impressed with your insights and your ability to highlight our company strengths and understand our struggles. Your input in these meetings was of great value. The business development workshop you conducted for our sales and marketing team was very successful. The following are some of the comments given in the workshop evaluation survey:

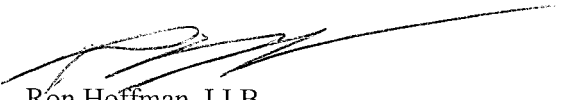
- Highly productive and stimulating
- I have been given a resurgence of energy which I needed, thank you.
- It helped me see how business development sales and customer service depend on each other.
- A very positive workshop; helped me refocus and stay focused.

Baha, I have personally used some of the ideas of your business development framework and your value measurement framework and find them helpful as I develop and implement our sales and marketing strategies.

I am grateful for your contributions and look forward to working together in the future. I would be pleased to provide you with a reference should you require it and you may use this letter if you choose.

Yours truly,

**GAMMA-DYNACARE MEDICAL LABORATORIES**

  
Ron Hoffman, LLB  
Vice President Business Development

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