

Letter of Recommendation

Friday, December 30, 2011

Peter Henthorn, President & CEO
Profit Motivators International, LLC
2146 Linden Drive
Boulder, CO 80304

*Thank you, Peter, for
your help. LWM*

Dear Peter:

On behalf of my Board of Directors and staff, I want to personally thank you for the job well done earlier this year. About ten years ago you helped my credit union, so I was a bit skeptical that you would again match the return on investment that you promised. Deliver you did! I was wondering when I would recover this new investment we made with PMI. Well, just a few days ago it was concluded that in just seven months since you left us with your multitude of ideas we have more than recovered our expenses. Now we are on to making profits from the ideas you left us. By the end of the first year we expect to realize a 3:1 hard dollar return on your work. Now that's impressive!

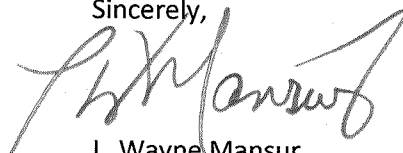
You performed and exceeded the results indicated in your proposal. You not only showed my staff how to look at strategic issues differently, you more importantly taught my staff how to think differently. This improves our income streams and reduces expense for future strategies. Your time with us was very well spent, yielding more ideas than we could implement on our own. It is good that your company is known as the implementers.

As a result of the work you did in your project we have made great strides in improving our already strong financial statements. Whether it was the small ideas or large ideas, they collectively made a great impact on our operations. We have achieved staffing efficiencies without terminating anyone's job. You were right; my staff supported us in implementing the changes. Your tips really paid off!

My board and I had thought about ways to reorganize our teller lobby for years; and in the morning you arrived you presented a solution that, if implemented, reduces teller staff. We are looking at the real "service" we offer in keeping our SAR office open Saturday mornings when we serve so few. Good idea! I don't know how we missed these good ideas over the years, but it is good that you opened our eyes to obvious solutions that work. Thank you, Peter.

Without reservations, I recommend your prospective clients to use Profit Motivators as a tool to improve their financial well-being and to find solutions to operational efficiency.

Sincerely,



L. Wayne Mansur
President & CEO