

November 28, 2008

Re: Own Vision Endorsement

Dear Friend,

EZ Burn is a niche manufacturer of corn burning stoves. Our market is small compared to most, and our customer is not easy to find.

Before Own Vision, we got most of our customers from word of mouth. We tried to set up complex distributor networks, offsite salesmen, and Internet advertising, all to no avail. Word of mouth was still our best means of marketing.

Own Vision optimized our website with a powerful sales letter that gets potential customers excited about our products before they even call. When somebody searches for our product online, our ad comes up. When they click on the ad, they see a compelling letter, which describes our company and why they should work with us. It encourages the potential customer to contact us for more information and a corn stove consultation. By the time the customer fills out the form or calls me, they are educated about my product, my offer, and my way of doing business. That means half the job of selling is done for me!

Our biggest problem now is not "how to reach the customer", but rather, "how to get stoves out the door fast enough". Own Vision has assured me that they can't weld, or I would hire them to do that as well.

I truly believe that Own Vision has helped my company to be more successful. I heartily recommend working with them in any fashion possible. Feel free to contact me directly should you need a reference on their level of competence or professionalism.

Yours truly,



Dale Perreault
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