



March 10, 2005

To Whom It May Concern:

It gives me great pleasure to provide a reference for the services of David Gouthro. David Gouthro was hired by the Motion Picture Production Industry Association of British Columbia, ("MPPIA"), which I currently hold the position of Chairman, to facilitate and assist in planning three industry-wide events. Two of the events, a 1,000 person industry-wide evening and a 200 person industry planning session took place this past December. The other event, a 200 person planning session took place the previous year.

MPPIA is comprised of film industry leaders including labour in a unionized environment, suppliers, producers and government. In the past two years, the industry has faced a number of challenges associated with rapid growth, a high Canadian dollar, intense global competition, reliance on the Los Angeles market, high location costs and labour issues impacting on our competitiveness. It was clear to our association that the industry would have to work together and address these issues if we were to remain competitive and sustainable long-term. We therefore decided to have industry wide planning and strategy sessions to decide on a strategic plan to address these issues.

We made the decision to hire David Gouthro to facilitate our sessions after researching other consultants as well as receiving very positive references for David including the Chamber of Commerce. We are extremely pleased that we hired David. David took the time and was a quick study in understanding our industry. He was prepared, insightful and entertaining and managed to get a very diversified group including producers, unionized labour, suppliers and government focused on the task while successfully managing a challenging and full agenda. We felt we accomplished a great deal and that the process was well worth it. I would highly recommend David and we look forward to using his services in the future.

Please do not hesitate to call if you require additional information.

Yours truly,

Peter Leitch  
President