

MILLION DOLLAR SUCCESS STORIES • ANDY MCNABB • PROFILE

14 Westdale Dr., St. Catharines, Ont., Canada L2S 2R8 • o) 905-704-0239 f) 905-704-1768 e) andymcnabb@cogeco.ca

MILLION DOLLAR SALES INCREASES. GUARANTEED.

- Million Dollar Sales Results For Clients: \$1.2 Million In Extra Sales In 90 Days & More (pp. 4 & 5) -
 - \$100 Million Dollar Internet Platform For Client (p. 8) -
 - Former Owner Of One Of Canada's Most Profitable & Highly Rated Radio Stations (p. 2) -
- One of "Canada's 50 Best Bossed Companies"- MacLean-Hunter: Small Business Magazine (pp. 2 & 3) -

BROADCASTING OWNERSHIP, FINANCING & SALES

OWNER - CJMB FM/MCNABB BROADCASTING, PETERBOROUGH: Purch. Aug. 2009 - On air Q1 2010

OWNER - MCNABB BROADCASTING: 1995 - 2007

Financing Six And Seven Figure Investments: Financing radio station purchases and acquisitions. On a part-time effort in 10 months, pre-sold \$683,392 in new revenue for proposed stations (see BDO Dunwoody letter, p. 7).

OWNER - CKLY RADIO/MCNABB BROADCASTING, LINDSAY: 1986 - 1992

One Of Canada's Most Profitable And Highly Rated Stations - Turn-around Success, Team Building & Innovation - More profits in first year of ownership than previous 10 years combined (see BDO Dunwoody letter, p. 2). Spurred workforce of disparate ages and experiences to record profits and ratings (24% share of hours tuned) as Canada's youngest radio station owner; with CKLY's becoming one of "Canada's 50 Best Bossed Companies" (Maclean-Hunter: Small Business Magazine). Retail sales increased 81% in 30 months.

OWNER - BLUE JAYS' & MAPLE LEAFS' CENTRAL ONTARIO RADIO RIGHTS: 1986 - 1992

New Revenue Streams Created - Produced and sold high demand "beyond the game" inventory in originating and developing Jays For A Day/Leafs For A Day audience/sales/ticket promotion. Went nationwide.

SALES REPRESENTATIVE - CKKW RADIO, KITCHENER: 1981 -1986

Competitive Market Persuasiveness - Took junior list with \$6,000 in bookings on a \$13 rate card with the 5th ranked station in a ratings sensitive, four station city, and built it into the senior list in less than 3 years, billing \$325,000 in Fiscal 1986.

MILLION DOLLAR MARKETING RESULTS + MANAGEMENT & CONSULTING

HIGHLIGHTS: 1993 - Present

Million Dollar Results For Clients - \$1.2 million in extra sales in 90 days (p. 4, www.AltimumMutuals.ca)
- \$1 million in extra sales from McNabb (p. 5, www.GoEEC.com)

\$100 Million Internet Innovation - National Platform Roll-Out - Headed client's team to develop \$100 million web platform for 20,000 churches to share ideas and inspiration in their communities, across Canada (p. 8).

Doubling Client's Direct Response Revenue In 90 Days - Shared strategy development for one of Canada's largest Christian tv ministries, doubling viewer donations in 90 days.

Converting Opportunity Into Dollars - Created, enhanced and extended Jays For A Day/Leafs For A Day audience/sales/ticket promotion to multiple markets – went network wide.

"First To The Wire" Innovation - One of first Canadian broadcasters to launch internet streaming of television programs, for such Canadian Christian broadcast ministries as Crossroads/"100 Huntley Street" and "Miracle Living" (seen on Vision, CTS, Miracle Channel, plus over 30 countries).

Event Production/Management - Negotiated and produced a \$102,000 gate for a one night/one day seminar: "How To Strengthen Your Most Important Relationships". Achieved 5 year record, 125 co-host church participation in bringing "America's Favourite Marriage Counselor", Gary Smalley, to Toronto.

EDUCATION

Bachelor of Administration (Marketing), Lakehead University

FAVOURITE PURSUITS

Family, hockey, helicopter skiing, water skiing

BDO DUNWOODY: MCNABB'S OWN STATION - ONE OF CANADA'S MOST PROFITABLE & HIGHEST RATED RADIO STATIONS (24% SHARE OF HOURS TUNED)...<allow 8 sec. for image to download>



BDO Dunwoody
Chartered Accountants

P.O. Box 358
165 Keat Street West
Lindsay Ontario K9V 4S3
Telephone: (705) 324-3579
Telefax: (705) 324-0774

January 27, 1995

Re Andy McNabb

BDO Dunwoody, Canada's seventh largest accounting firm, was the auditor or accountant for McNabb Broadcasting Ltd. (MBL) for many years.

Andy McNabb acquired MBL, which operated radio station CKLY, from his father in 1986. In his first year, as Canada's youngest radio station owner, Mr. McNabb made more profit than in the previous ten years combined. Mr. McNabb was instrumental in increasing the radio station revenues from \$678 thousand in the year before he acquired the station to \$1.06 million within his first three years of ownership. Mr. McNabb qualified that growth to be substantially based on his 81% increase in retail sales in those three years.

Mr. McNabb received national media recognition in 1987 as one of "Canada's 50 Best Bosses" (Small Business Magazine: MacLean Hunter Publishing). In addition, during Mr. McNabb's ownership, the station received further media coverage for becoming one of the highest rated radio stations in Canada in terms of percentage of market share in its broadcast area.

Yours truly

A handwritten signature in dark ink, appearing to be 'A Ross Mitchell'.

A Ross Mitchell, MBA CA

ARM/ljl

**CANADIAN ASSOCIATION OF BROADCASTERS ON MCNABB: ONE OF
CANADA'S "50 BEST BOSSES"...**



The Canadian
Association of
Broadcasters
L'Association
canadienne des
radiodiffuseurs

February 7, 1990

Mr. Andy McNabb
President
CKLY
249 Kent Street W.
Lindsay, Ontario
K9V 2Z3

Dear Mr. McNabb:

On behalf of everyone at the CAB, warmest congratulations on being named by Small Business magazine (November 1989) as one of Canada's 50 best bosses.

This important national recognition is a reflection not only of your managerial skills, but of the great relationship you have with your staff. It is also a fine example of the high calibre people serving Canadians in the private radio industry.

I have taken the liberty of writing your local MP's, the CRTC and Communications Canada to make them aware of your achievement.

Once again, congratulations!

Sincerely,

Michael McCabe,
President & CEO

MM/ns

P.O. Box 627, Stn. B
C.P. 627, Succ. B
306-350 Sparks
Ottawa, Canada
K1P 5S2

(613) 233-4035
FAX 233-6961



**DON REID: \$1.2 MILLION EXTRA SALES IN 90 DAYS FROM MCNABB'S
MARKETING SYSTEMS & STRATEGIES...**

ALTIMUM

Mutuals Inc.

December 12, 2005

**Andy McNabb
Andy McNabb and Company
14 Westdale Dr.
St. Catharines, Ont.
L2S 2R8**

To Whom It May Concern:

This letter is to confirm that I personally sold \$1.2 million in new investment business to *existing* clients within three months of completing the seminar. I believe that this was directly attributable to the customizable marketing systems, strategies, advertising and sales tools I received from Andy McNabb, as part of the Monopolize Your Marketplace system.

This program takes an entirely different approach to selling that I found to be very insightful, informative and useful.

Sincerely,



Donald C. Reid, CEO

Donald C. Reid CFP | C. E. O. | e-mail: don@altimum.ca

94 Barbican Trail, St. Catharines, Ontario L2T 4A8 • Tel: (905) 680-8544 • Fax: (905) 680-8546 • Toll-Free: 1-877-366-7343

BILL LOUGHEED: \$1 MILLION IN SALES FROM MCNABB'S STRATEGIES...

From: Bill Lougheed [mailto:b.lougheed@goeec.com]
Sent: August 8, 2006 6:31 PM
To: 'Andy McNabb'; gwalker@sherkston.com
Subject: Reference Letter request

Dear Mr. Walker,

1. Andy McNabb asked me to drop you a line with details of my experiences with his marketing technologies. I have no issues providing the reference, below;
2. Through our network of licensees, Entrepreneur Expansion® sells ATM machines, Debit Terminals and other Business Expansion Technologies throughout North America and the UK.
3. Strategies from Andy McNabb brought us approximately \$1 million in new revenue and we continue to use and profit from these past efforts even today.

Sincerely,

Bill Lougheed



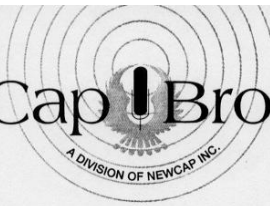
Master Licensee
P (905) 984-9344
F (905) 688-1028

Any further questions or concerns, feel free to contact me directly, at the above number.

Cheers

**BOB TEMPLETON: HUNDREDS OF THOUSANDS IN NEW REVENUE FROM
ONE MCNABB IDEA...**

NewCap Broadcasting



February 5, 1999

Andy McNabb
Andy McNabb & Company
14 Westdale Drive
St. Catharines, Ont L2S 2R8

Dear Andy:

Eleven years ago, you breathlessly called me with one idea about increasing our sales at the group of radio stations that I had under my charge. Your one, single idea ended up costing me tens of thousands of dollars. It made hundreds of thousands for my company, and helped make even more money for our broadcasting clients.

Your ability to effectively analyze and identify what a company needs to do in order to grow their sales is remarkable. Your track record in making things happen through others is evident - look at what you accomplished with your own staff.

Large or small companies - the returns are very large in comparison to the money it takes for you to make things happen.

What's next?

Sincerely,

Bob Templeton, President
NewCap Broadcasting Ltd.

Corporate Office
745 Windmill Road Dartmouth Nova Scotia B3B 1C2
Telephone (902) 468-7557 Telecopier (902) 468-7558

***BDO DUNWOODY: \$683,392 IN NEW RADIO BUSINESS WRITTEN BY
MCNABB IN 2003...***

June 9, 2003

Andy McNabb
14 Westdale Drive
St Catharines ON L2S 2R8

Dear Mr McNabb

Re Revenue Commitments For New Radio Stations

Based upon documentation provided, we confirm that Andy McNabb has a total of \$683,392 in written revenue commitments for either advertising and/or programs for his new radio station endeavours.

Yours truly

BDO Dunwoody LLP

A handwritten signature in black ink, appearing to be 'A Ross Mitchell', with a stylized flourish at the end.

A Ross Mitchell, MBA FCA

ARM/slm



**PERFORMANCE
SALES INTERNATIONAL INC.**

5520 EXPLORER DR. SUITE # 202
MISSISSAUGA, ON. L4W 5L1

September 12, 2006

Mr. Andy McNabb
Andy McNabb & Company
14 Westdale Dr.
St. Catharines, Ont.
L2S 2R8

Dear Andy,

WSI (wsicorporate.com) equips its over 1500 franchisees in 87 countries to provide affordable Internet solutions that deliver ongoing return on investment to small and medium size business owners (SMEs) the world over.

WSI is currently ranked as the #1 Internet and Technology Services Franchise and is among the Top 50 companies listed in the 2006 Entrepreneur Magazine's Annual Franchise 500 – the franchise industry's equivalent of the Fortune 500 public index.

For one of our subsidiaries, you headed two projects:

1. Developing a \$100 million web platform for 20,000 churches to share ideas and inspiration in their communities, across Canada.
2. One of the first Canadian broadcasters to launch webcasts of television programs, for such Canadian Christian broadcast ministries as 100 Huntley Street and Peter Youngren (seen on Vision TV, CTS, Miracle Channel, plus over 30 countries).

For these projects and all the work you've done for us, you have our deep appreciation, and we look forward to discussing more endeavours with you.

Sincerely,

Mark Dobson
President of PSII
Sales & Marketing Division of WSI