



CORPORATE OFFICE, 18TH FLOOR, 1067 W. CORDOVA ST., VANCOUVER, B.C., CANADA V6C 1C7

JIM PATTISON
Chief Executive Officer,
Managing Director

July 24, 2012

**Stephen Devlin
MacDev Financial
202 – 287 Gower Point Road
Gibsons, BC V0N 1V0**

Dear Mr. Devlin:

This letter is in response to your request to me for a testimonial letter stating how the “ Living Benefits “ of Life Insurance helped me.

Through personal experience I discovered that life insurance has other assets in addition to protection of ones present or future family.

The business world, I discovered, has an interest in Life Insurance. Much of the world’s business is carried on by credit, and bank applications for a line of credit are accompanied by, as a rule, a statement of affairs which requests information as to the amount of life insurance carried.

When I decided to open my first business which was a General Motors automobile dealership franchise at the corner of 18th & Cambie, I discovered a “ Living Benefit “ of life insurance, that of borrowing collateral.

When I approached the Royal Bank of Canada for additional capital, the cash values in my life insurance policies were a valuable asset that the Bank manager used in determining whether or not a loan would be granted.

If it wasn't for the cash values in my life insurance policies the bank may have decided against granting me the necessary capital to begin my first business endeavour.

I am certainly an advocate of life insurance as a vehicle to help a young person take advantage of business opportunities that may present themselves in the future.

It happened to me, and it could happen to others.

I am grateful for the " Living Benefits " of life insurance.

You have my permission to use this letter in your sales presentation.

A handwritten signature in black ink, appearing to read "Jim Pattison", enclosed within a large, loopy oval shape.

Jim Pattison