

**Dr. Tony Keran  
2243 Shardawn Mews  
Mississauga, Ontario  
L5C-1W6**

---

February 15, 2009

**To: Canadian Sound  
85 Navy Street  
Oakville, Ont.  
L6J-2Z2**

We as a society tend to dwell and comment more on the negative and fail to acknowledge excellence. I would like to change this and take the opportunity to thank everyone at Canadian Sound for making my latest purchases and installations a truly enjoyable experience. I stumbled upon your company just last week by accident. Little did I know that I was finally getting the kind of company that I had always wanted but was not getting and in fact, was settling for second best. Canadian Sound was the only place that I could see all the best televisions on display (and the only place with Pioneer Elite which I ended up buying). Your company is one that has that family oriented touch to it, yet you deliver high quality in every sense of the word. Your knowledge, lack of selling pressure and qualified installers makes you stand high above your nearest competitors. I am an individual that demands perfection but am not afraid to pay for it, and that is what I received with your company (yet you were very fair and competitive in your prices, this I can say after much research).

My first contact with Canadian Sound was with Steve Bourikas. Steve you are an amazing individual that made my wife and me feel at ease and confident in every decision and purchase we made with you. You always had time to answer any of our questions. You never put any pressure on us to buy new components yet you gave us all the info we needed to make an informed decision. Steve explained the installation process and was on site to take care of any problems that we would encounter. What was unique is that his solutions to the problems usually meant more work (not more money) for him and the company, this in itself is something you rarely encounter in this or any other company (I have had two other large purchases and installations by other companies so I can make this comment). When everything was complete Steve was prepared to return at any time to take care of any little problem or to assist us in any way possible. Steve thank you for everything.

I have to give George Siopkas his just due as he was the one who showed and explained everything to us at the store the first time we arrived there. Once again he spent hours with us explaining every detail we needed to know. He introduced us to a wonderful universal remote that every household should own i.e. Pronto. Although all my initial contact was with Steve, via e-mail, there were no issues or problems with George taking over for the day. Then it seamlessly was passed back to Steve the way you would expect from a well run company. It is these little details that make your company stand out. George you deserve a great deal of thanks from our family.

The last group of people I would like to thank are the two installers and programmer that spent the day at my home installing everything and then showing me how it all works. Thank you Lenny and Gerald for making my Tv's look like pieces of art on the walls. Everything I would ask you two to do was done immediately and with a smile. You even did a few little extra things for me that were not part of the job. Your friendliness and professionalism went beyond what I have ever experienced in the past (I was the general contractor with my entire house so I have dealt with many people in the past). Matt you did I wonderful job in educating us on how to use all our new equipment. In my conversations with Steve he told me about how good you guys were and how the company prided itself on the installers and programmers it had and her sure was right.

In my short time knowing your company I also came in touch with other people like Tracey (took care of payments) and Greg and each and every person treated me the same way. You all made me feel special in your own way. I would like to tell all of you to please not change as it is this human touch that separates you from your competitors.

If my wife and I do not get the opportunity to thank each and every one of you in person for the excellent job that you all did, then Steve could you please have them read this letter so they can read our thanks.

Sincerely,



Dr. Tony Keran