

BLUE RIBBON CAPITAL CORP.
Period Ended June 30, 2007
Management Discussion and Analysis

Form 51-102F1

1. Date

The following discussion and analysis is a review of operations, current financial position and outlook for Blue Ribbon Capital Corp. (the "Company" or "BRCC") and should be read in conjunction with the audited financial statements for the period ended April 30, 2007. Results are presented for the three and six month periods ended June 30, 2007. Amounts are reported in Canadian dollars based upon the financial statements prepared in accordance with Canadian generally accepted accounting principles.

All statements in this MD&A, other than statements of historical fact, that address future acquisitions and events or developments that the Company expects to occur, are forward-looking statements. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results or developments may differ materially from those in the forward-looking statements. Factors that could cause actual results to differ materially from those in forward-looking statements include industry-related risks, regulatory approvals, and continued availability of capital and financing and general economic, market or business conditions.

2. General Development of the Business

2.1 History

The Company is a CPC which was incorporated on September 12, 2006 and issued 1,000,000 Company Shares at a price of \$0.10 per share to its founders raising gross proceeds of \$100,000. On July 30, 2007 the Company entered into an agency agreement with Union Securities (the "Agent") for an Initial Public Offering (the "Offering") of a minimum of 2,500,000 common shares and a maximum of 5,000,000 common shares at a price of \$0.20 per common shares pursuant to the policies of the TSX Venture Exchange.

The Company's principal business is to identify and evaluate opportunities for the acquisition of an interest in assets or businesses with a view to completing a Qualifying Transaction and, once identified and evaluated, to negotiate an acquisition or participation in such assets or businesses. Until the Completion of the Proposed Qualifying Transaction, the Company will not carry on business other than the identification and evaluation of assets or businesses in connection with a potential Qualifying Transaction. The Proposed Qualifying Transaction is intended to be the Company's Qualifying Transaction.

3. Selected Financial Information and Management's Discussion and Analysis

3.1 Information From Inception

The fiscal year end of BRCC is December 31. The following table summarizes BRCC's financial results for the period ended June 30, 2007.

Period ended June 30, 2007

Total revenues	\$Nil
Loss from continuing operations	\$(9,332)
Net Income or Loss	\$(9,332)
Total assets	\$104,198
Total long term liabilities	Nil
Cash dividends declared	Nil

Note:

BRCC was incorporated on September 12, 2006.

3.2 Management's Discussion and Analysis

Overview

This management's discussion and analysis ("**MD&A**") provides analysis of BRCC's financial results for the six month period ended June 30, 2007. The following information should be read in conjunction with the unaudited financial statements of BRCC for the period ended June 30, 2007 (and the notes thereto).

Results of Operations

Revenue

The Company has not generated any revenues in the six months ended June 30, 2007.

Operating Expenses

Overall in 2007, BRCC has incurred minimal expenses in the six month period ended June 30, (2007: \$9,332).

Liquidity and Capital Resources

In order to provide the Company with a minimum of funds with which to identify and evaluate businesses or assets with a view of completing a Qualifying Transaction, the Company issued 1,000,000 Company Shares to its founders at a price of \$0.10 per share for gross proceeds of \$100,000. Subsequently, the Company announced its initial public offering on July 30, 2007. See "Subsequent Events". The Company has yet to commence trading on the TSX Venture Exchange until it completes its subsequent financing.

The Company has not incurred costs other than those related to the inception of the Company, the issuance of shares and the listing on the TSX Venture Exchange. The costs paid or accrued as at June 30, 2007, include the following: audit and bookkeeping fees, legal fees and filing fees. The total costs related to the initial public offering were \$59,321 and there is \$43,082 being held in the bank.

Off Balance Sheet Arrangements

As at June 30, 2007, BRCC had no off balance sheet arrangements such as guaranteed contracts, contingent interests in assets transferred to an entity, derivative instrument obligations or any instruments that could trigger financing, market or credit risk to BRCC.

Transactions with Related Parties

There were no related party transactions for the period.

Disclosure of Outstanding Share Data

For information regarding outstanding share capital of BRCC, please see Note 5 of the unaudited financial statements of BRCC for the period ended June 30, 2007.

Critical Accounting Estimates

For information regarding critical accounting estimates used by BRCC, please see Note 2 of the unaudited financial statements of BRCC for the period ended June 30, 2007.

Changes in Accounting Policies including initial Adoption

On January 1, 2007, the Company adopted CICA accounting Handbook section 3855, Financial Instruments – Recognition and Measurement, section 3861, Financial Instruments – Disclosure and Presentation, section 1530, Comprehensive Income, and section 3251, Equity.

Financial Instruments and Other Instruments

BRCC's financial instruments consist of cash, amounts receivables, and accounts payable and accrued liabilities.

Management does not believe these financial instruments expose BRCC to any significant interest, currency or credit risks arising from these financial instruments. The fair market values of cash and cash equivalents, accounts and other receivables, investments, accounts payable, mortgages, master installment payment agreements, convertible notes payable and debentures payable approximate their carrying values.

Business Risks

The Company was only recently incorporated and has no active business or assets other than cash. It does not have a history of earnings, nor has it paid any dividends and will not generate earnings or pay dividends until at least after the Completion of the Proposed Qualifying Transaction and may never pay dividends. The directors and officers of the Company will only devote part of their time and attention to the affairs of the Company and there are potential conflicts of interests to which some of the directors and officers of the Company will be subject in connection with the operations of the Company.

Subsequent Event

Pursuant to an agency agreement dated July 30, 2007, between the Company and Union Securities Ltd. (the "Agent"), the Company has filed a prospectus dated July 30, 2007, offering a minimum of 2,500,000 common shares and a maximum of 5,000,000 at a price of \$0.20 per common share by way of an Initial Public Offering (the "Offering") pursuant to the policies of the TSX Venture Exchange governing Capital Pool Companies. The Company has agreed to pay the Agent a commission of 9% of the gross proceeds of this Offering and a corporate finance fee of \$10,000 plus GST. The Agent will also be granted non-transferable warrants to purchase common shares that is equal to 9% of the total number of common shares sold under this Offering at a price of \$0.20 per common share, exercisable for a period of 24 months from the date of listing of the common shares on the Exchange. The Agent has agreed to use commercially reasonable efforts to secure subscriptions for these shares.

Disclosure Controls and Procedures

Disclosure controls and procedures are designed to provide reasonable assurance that all relevant information is gathered and reported to senior management, including the CEO and CFO, on a timely basis so that appropriate decisions can be made regarding public disclosure.

BRCC's Management conducted an evaluation of the effectiveness of the design and operation of our disclosure controls and procedures as of June 30, 2007. Based on this evaluation, the CEO and CFO have concluded that our disclosure controls and procedures, as defined in Multilateral Instrument 52-109, Certification of Disclosure in Issuers' Annual and Interim filings, are effective to ensure that information required to be disclosed in reports that we file or submit under Canadian securities legislation is recorded, processed, summarized and reported within the time periods specified in those rules and forms.