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Venue Strategies Inc.  
19 Kennedy Road West  
Aurora, Ontario L4G 2L3

As we move into the second year of the successful relationship between Superior Computer Services and Venue Strategies I thought I would write you this letter to thank you. I really appreciate how from the beginning you took the time to understand my business and our marketing goals and objectives. Our exposure at The Sports Village proved to be very successful last year. So much so, that we will be proceeding with the addition of the Tri-Vision sign and the Zamboni.

As you know, advertising goes far beyond just putting up a sign. Your team's understanding of this, coupled with the keen insight you have on The Sports Village patron's demographics, have all contributed to the success of my campaign. I am excited about the new strategy you've created for us incorporating the Motionlite panel sign, the Tri-Vision sign and the Zamboni and am confident it will go far in helping us achieve our marketing objectives. When we moved to Vaughan 5 years ago, we struggled with getting the right exposure in the community. Because The Sports Village is in the heart of the community and the City of Vaughan's choice venue for important community events, such as Vaughan's Canada Day Party and Winterfest, our logo and brand are now exposed to a large number of people.

I also appreciate the way you expose all of the advertisers to each other. I have received some business from other advertisers and I myself have frequented and used the services of other advertisers in The Sports Village. The Sports Village is a great venue and we're proud to be associated with it. Thank you again for your assistance. We hope that this will continue to be mutually prosperous relationship.

Sincerely,

A handwritten signature in blue ink that reads "Donna L. Peterson".

**Donna L. Peterson**  
Marketing & Communications Director  
Superior Computer Services Inc.