



May 13, 2008

Mr. Ron Chan  
**PIZZA HOTLINE**  
610 Dufferin Ave.  
Winnipeg, MB  
R2W 2Z2

Dear Mr. Chan,

**CONGRATULATIONS!**

The **CONSUMERS' CHOICE AWARD (CCA)** in association with **Léger Marketing**, is pleased to advise you that your firm has been chosen by Winnipeg consumers as one of the winners for the year 2008 in the category of **PIZZA DELIVERY (LOCAL)**.

Celebrating its *twenty-first* year in Canada and the second year in Winnipeg, the **CCA** is an important institution on the North American business scene. Winners were chosen by the general public and the business community through an independent and objective survey conducted last month by **Léger Marketing**, one of the largest and most respected survey research companies in Canada.

As a winner you are cordially invited to attend the prestigious **CCA Gala** and receive your award at the **Winnipeg Convention Centre**, on **Thursday, July 24, 2008 at 6:30 P.M.** (price list enclosed). This event will include entertainment, dancing to a live band and will be televised as a one hour special at a later date *and will also be featured in a special section of the Winnipeg Free Press.*

By merit of being an award winner you are entitled to participate in the promotional program and garner its distinctive benefits by selecting one of the packages offered. Your investment will reinforce your prominence in the marketplace and provide you with a powerful advantage over your competitors. You are not obliged to participate in the program and you will maintain your winner status; this, however, excludes the right to use the **CCA** logo.

The majority of the people in Canada, according to **Léger Marketing**, indicated their preference to deal with companies that would display the **CCA** logo. In fact, many participants in other cities who **used** the **CCA** logo properly in their promotions reported *increased sales*. These results are a clear demonstration of the effectiveness of this program. *It is obvious that whenever consumers have a choice to make they prefer to deal with a company that other consumers trust the most.*

If you have any questions, please do not hesitate to contact us at toll free at **1(888) 89-AWARD (892-9273)** extension #210 or #203.

Yours very truly,

Mr. Ami Peleg  
President and C.E.O.  
Consumers' Choice Award

**Head Office**

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