



CROWCHILD TWIN ARENA ASSOCIATION

August 18, 2000

To Whom It May Concern:

I am writing this letter to express our satisfaction with Action Sports Advertising.

Prior to entering into our partnership with Action Sports Advertising, we were having reasonable success in placing advertising in our facilities on our own. Although we recognized that the revenues generated were not substantial, particularly in relation to the expenses incurred, we continued the program regardless.

Since entering into our partnership with Action Sports Advertising, we have not only seen our revenues increase, but we have also been relieved of the hassles of overseeing the marketing, production, and administration of the advertising. In short, we continue to receive the same or greater advertising revenues, but with no investment of our own time and money.

We are pleased to provide this letter as a recommendation to other arenas considering partnering with Action Sports Advertising. Should you have any questions regarding this recommendation, please do not hesitate to contact me, as I would be happy to share our experiences with you directly.

Sincerely,

Pat Laughton
General Manager
Crowchild Twin Arena Association