

**Recreation, Parks & Culture Department**

August 14, 2000

Mr. Troy Sedgwick  
Action Sports Advertising Inc.  
101, 1311 - 15th Ave. S.W.  
Calgary, Alberta T3C 0X8

Dear Troy:

We are writing in response to your request for feedback on the advertising partnership between our organization and Action Sports Advertising.

Having attempted to sell advertising on our own with little success, we were pleased to have your company offer to sell the advertising for us.

Since partnering with your company, our ad revenues have improved substantially, our rink looks great (all ads nicely and neatly spaced), and we no longer have to spend time and energy managing a program which was generating relatively little revenue.

To this end, we would be happy to recommend this initiative to other organizations exploring entering into a partnership with Action Sports Advertising. Your organization has managed our program in a professional, business-like manner, and we look forward to a long and prosperous continued relationship.

Yours very truly,



Harold Jeske  
Recreation and Culture Facilities Superintendent

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