



October 28, 2008

Mrs. Desiree Bombenon
PDL Mobility And Call Centres
2420 42nd Avenue NE
Calgary, AB
T2E 7T6

Dear Mrs. Bombenon,

CONGRATULATIONS!

The **CONSUMERS' CHOICE AWARD (CCA)** in association with **Léger Marketing**, is pleased to advise you that your firm has been chosen by Calgary consumers as one of the winners for the year 2008/2009 in the category of **Telephone Message Centre**.

Celebrating its **twenty-first** year in Canada, and the eighth year in Calgary, 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 the world.

As a winner you are cordially invited to attend the prestigious **CCA** Gala and receive your award in the **Imperial Ballroom** of the **Hyatt Regency Calgary**, on **Sunday, February 8, 2009 at 5:30 P.M.** (price list enclosed). This event will include entertainment, dancing to a live band and will be televised as a one hour special and featured in major Calgary newspapers. Last year's event which was televised on Global Television and featured in the Calgary Sun and Herald was a huge success.

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 Calgary, 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 (403) 608-0040, or toll free at **1(888) 89-AWARD (892-9273)** extension #201 or #203.

Yours very truly,

President & CEO
Consumers' Choice Awards Canada

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