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Tel: 514 847-6300

Sep. 05, 2003

Re: Advertising Campaign 2003

To Whom It May Concern:

This year I embarked on an extensive radio advertising campaign with CJAD. My goal was to gather new clients during an exceptionally difficult and trying time in our business. Given the reach and frequency of my advertisements the results were much more than I had anticipated. My only real regret is that I had not done something of this nature sooner.

However, the point of this note is not to discuss the success of my ads, but rather to recognize the efforts of Mr. Sean Ryan. Sean was my representative at CJAD and worked closely on every aspect of my campaign. He provided me with the guidance and content that I needed to give my ads an heir of professionalism and sincerity. It was due to his efforts that I have been able to target the right group of people at the right times. I cannot imagine where I would be today had he not been by my side through this entire effort.

Should you need any further clarity on CJAD, Sean, or radio advertising please do not hesitate to call me directly at 514-847-6324.

Sincerely,



Richard Lapointe  
First Vice-President Private Clients CIBC Wood Gundy