



(519) 581-5656 / 370 Highland Rd. W., Kitchener, Ontario, N2M 5J9

To: John Rickert@CoverDirect
82 Chapel St., Kitchener
N2H 2T3

From: Kauschl Sangeet (Suny)

Dear John;

I would like to thank you for giving me the opportunity to get involved in this great advertising idea. It is really surprising how well the cover is working. We are a fairly new business and do lots of advertising out there to get our name in front of people. This cover has really done it for us.

We got immediate results even as the cover was being distributed, and we also have a marked increase in sales the past few weeks. It is good to know that we will get on-going business because of this advertising piece.

I have one concern. I would like to do other parts of the city but understand a competitor has first right of refusal. The next areas I would like would be the Laurentian Country Hills area, downtown, and parts of Waterloo. Please let me know ASAP if I can advertise in those areas.

I cannot advertise in your next areas of Chicopee & Stanley Park because delivery would be too long. Eventually, I would like to cover the whole city but cannot do this until we open new stores. That would allow us quick delivery everywhere.

All of us at Suny's Pizza House are aware of the impact the cover has had on our business and I look forward to working with you and your company again in the near future. Please Keep us in mind.

Sincerely, Suny

A handwritten signature in black ink, appearing to be "Suny", written over a horizontal line.