

Richard Butts, Deputy City Manager

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October 3, 2007

EcoMedia Direct Incorporated
1-24 The East Mall
Etobicoke, ON M8W 4W5

Attention: Erich Genseberger
Chief Executive Officer

Dear Mr. Genseberger:

Re: City of Toronto Agreement

This letter is to confirm that the City's agreement with EcoMedia for the placement/maintenance of litter/recycling bins with advertising remains in effect until October 14, 2009.

I can also confirm that the contract is in good standing and that the City looks forward to a co-operative and mutually beneficial relationship extending until October 14, 2009.

Yours truly,

A handwritten signature in black ink, appearing to read "Geoff Rathbone", written over a light grey horizontal line.

Geoff Rathbone
General Manager
Solid Waste Management Services

cc Andy Koropeski, Director, Transportation Services
Michael Pacholok, Solicitor, Legal Services
Steve Proniuk, Corporate Secretary, Ecomedia Direct Incorporated
Kevin Vibert, Senior Analyst, Solid Waste Management Services