



April 4, 2007

Dr. Wolgelernter
VEIN & LASER MEDICAL CLINIC
9 Bloor Street East, #202
Toronto ON
M4W 1A9

Dear Dr. Wolgelernter,

CONGRATULATIONS!

The **CONSUMERS' CHOICE AWARD (CCA)** in association with **Léger Marketing** – a member of the **GALLUP International Association** is pleased to advise you that your firm has been chosen by the Greater Toronto Area consumers as one of the winners for **2007** in the category of **LASER HAIR REMOVAL**.

Celebrating its **twentieth** year in Canada, and its **eleventh** year in Toronto, the **CCA** is an important institution on the North American business scene. Winners were chosen by consumers through an independent and objective survey conducted last month by **Léger Marketing** one of the world's largest and most respected research firms.

As a winner you are cordially invited to attend the **CCA** gala and receive your award at the **Stage West Theatre** located at 5400 Dixie Road in Mississauga, on Monday, June 4, 2007 at 6:30 P.M. (price list enclosed). This event will be televised on a major television station at a later date and will be featured in major Toronto newspapers. The **Toronto Sun** is planning a special pullout section featuring all **CCA** participants. A leading magazine eloquently described these events as "Academy Award recognition for our city's best!".

Over the past years, **The Prime Minister of Canada, The Right Honourable Stephen Harper**, as well as **Premier Dalton McGuinty** and **Mayor David Miller** have congratulated the **Consumers' Choice Award** and their recipients for their efforts and dedication that have contributed to the economic strength of local communities and the province.

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 the Greater Toronto area according to **Léger Marketing** indicated their preference to deal with companies who display the **CCA** logo. In fact, many participants 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 **(416) 225-2885 extension #203 or #201**, or toll free at **1 (888) 89-AWARD (892-9273)**.

Yours very truly,

Ami Peleg
President and C.E.O.
CONSUMERS' CHOICE AWARD

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