



Betty Penny
Scugog Island Cruises
16100 Old Simcoe Road
Port Perry, Ontario
L9L 1P3

February 3rd, 2004

Dear Betty and the crew at Scugog Island Cruises,

KX96 / DOC WALKER CD RELEASE PARTY

Back in August of 2003, KX96 had the opportunity to partner with Scugog Cruise Lines for an amazing promotion that is still being talked about today!

Like most events KX96 hosts, professionalism and outstanding public relations are paramount. Along came the challenge when we were invited to host a listener exclusive CD release party for the Canadian Country Music Award winning band Doc Walker! It had to be different, memorable but most of all, impressive! Tired of the same events and venues, we knew we had to think outside the box.

Conveniently enough, our newsroom room was carrying a story about a brand new (first ever actually) cruise line aboard "The Woodman" being launched in Port Perry, showing off our beautiful Lake Scugog. Perfect fit for a CD release party for an album called "Everyone Aboard"!!!

Having never made a connection with Scugog Island Cruises, we were dreading the cold call and explaining all the over top requirements we needed to execute a perfect promotion. We have high standards for anything we put our name on. After a brief visit with you Betty, it was a comfort to know your entertaining standards were on the very same high level of public relations and flawless execution we insist on.

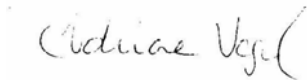
No more than a few days later, your crew had meet our food requirements, remained flexible with our huge technical requirements and even took care of the itinerary! Best of all, you were quick to reserve the date we required for our private charter. We were simply left with an outstanding evening we were proud to welcome record executives, an award winning band and, most of all our listeners to enjoy!

The Cruise was beautiful. The boat was exceptional, spacious, beautifully laid out and decorated...another bonus you insisted you take care of. Doc Walker was so impressed with the Cruise that they played well beyond the 45minute set they had promised our listeners. What a compliment when a group has performed over a hundred of these events and actually has so much fun, they don't want it to end! Rave reviews also followed from Universal Music Canada. Most importantly, with your help, we were able to give our listeners a memorable evening that is yet to be matched!

Like most small businesses and big corporations, we too insist on going above and beyond. Thanks to you Betty, and all at Scugog Island Cruises, that idea was exceeded.

A huge thanks to you Betty, Ed and the rest of your crew. What a bunch of pros! KX96 is proud of our promotional partnership with you and Scugog Island Cruises. We're looking forward to continuing this relationship for years to come. Everyone aboard!

Yours truly,

A handwritten signature in cursive script that reads "Adriane Vogel".

Adriane Vogel
KX96 Artist Liaison