

September 24, 2008

Dear Hall Operator and Charity Association President,

The Ontario Bingo Development Fund is proud to announce an exciting member-wide event, **"Bingo Night in Ontario"** happening on **Saturday, November 8, 2008 starting at 7:30 p.m.** This special evening featuring celebrity entertainment allows players at each participating hall to play for:

- **\$200,000 Grand Prize** (one prize provided by the Fund)
- **\$20,000 Outside Square Prize** (one prize provided by the Fund)
- **\$1000 per hall Consolation Prize** (after the full card is won and verified, all halls will carry on for an in-hall consolation prize of \$1000, provided by the fund, plus each bingo centre will contribute 25% of all in-hall sales from that game to grow their own consolation prize)

Cards will be sold for \$2.00 per strip with net proceeds deposited into the bingo pooling account. More details and approved rules of play and game mechanics will be provided in the days ahead. This game will be played through a professionally operated teleconference with all participating locations. After serious consideration, a date later than was initially considered was selected to allow for adequate communication to hall operators and charities and to provide opportunities for significant event promotion.

Please note that charities will be conducting and managing this game as part of their license so this information must go also go to the Hall Charity Association President. It is essential that we have accurate contact information for both the Hall Operator and the charity representative for the evening of Saturday, November 8th. However, as a first step, please confirm your interest in participating in this exciting event by replying back to bingo@hillandknowlton.ca by **Tuesday, September 30, 2008** with the following information:

- Bingo Centre Name and Location
- Hall Owner Operator Contact Name, Telephone Number and Email
- Name of Hall Charity Association President or Contact, Telephone Number and Email

Please confirm your interest in participating and also please confirm if you do not wish to participate. Email addresses are required for timely and essential communication.

As you can appreciate, an event of this scale requires significant coordination so we have enlisted the support of Hill & Knowlton to help with event management and execution.

We look forward to working with you on **"Bingo Night in Ontario"**, which we are confident will be one of many exciting opportunities to benefit everyone as we move forward, together.

Thank you for your ongoing support,

Lynn Cassidy, OCGA

Cam Johnstone CGAO

Peter McMahon CGAO

BINGO NIGHT IN ONTARIO

_____ YES, we are interested in participating in the Bingo Night event Saturday November 8th.

_____ No, thank-you.

Bingo Centre Name:

Address with Postal Code:

Hall Operator Contact:

Phone Number:

Email address:

Hall Charity Association President or Contact:

Phone Number:

Email Address:

**THIS FORM MUST BE RETURNED BY EMAIL TO bingo@hillandknowlton.ca OR
BY FAX at 416- 413-1550 BY TUESDAY, SEPTEMBER 30, 2008.**

Thank-you for your cooperation!