

Dear Hall Operator and Charity Association President,

Thank you for confirming your participation in **"Bingo Night in Ontario"** happening on **Saturday, November 8, 2008 starting at 7:30 p.m.** This is a very exciting event linking the majority of Bingo Centres across the province with entertainment being provided by none other than Don Cherry! This is the first time we have used a big name celebrity to promote bingo and the good works that bingo funds do across the province!

Don Cherry will help support game promotions and provide game night entertainment. This includes print, radio and web advertising along with materials that you can display in your Centre:

- Life-size standing colour display of Don Cherry for Bingo Night in Ontario
- Five (5) full size, colour posters of Don Cherry for Bingo Night in Ontario
- 3,000 colour postcards for distribution in advance of game night
- DVD with promotional clips of Don Cherry promoting Bingo Night in Ontario

These materials will arrive under separate shipments to Centres and on varying dates, so please check arriving packages carefully to ensure that you receive all items. A sample of the promotional material is at the end of this message. We are very excited about Don Cherry's support and his enthusiasm for Bingo.

In preparation for game night, you are strongly encouraged to participate in two important rehearsals on **Monday, October 20th at 9:00 a.m. and Monday, November 3rd at 9:00 a.m.** Please make every effort to join the rehearsals as this is an important activity to ensure all halls are ready for game night. All those who will be participating and managing the event must attend the rehearsal. To attend the rehearsal, follow the conference call information below:

Rehearsal Conference Call – Dial-in Details

To dial into the teleconference call you will need an analogue telephone line. (Please ensure any call waiting features have been temporarily suspended).

At 9:00 a.m., please dial the number below to access the teleconference call:

Telephone number: 1-800-814-4941

To access the call, tell the operator you are calling for 'Bingo Night in Ontario'. Then state your hall name and location (example: Delta Bingo, Oakville).

If you have any difficulties accessing the call, please dial (416) 413-1218 immediately for assistance.

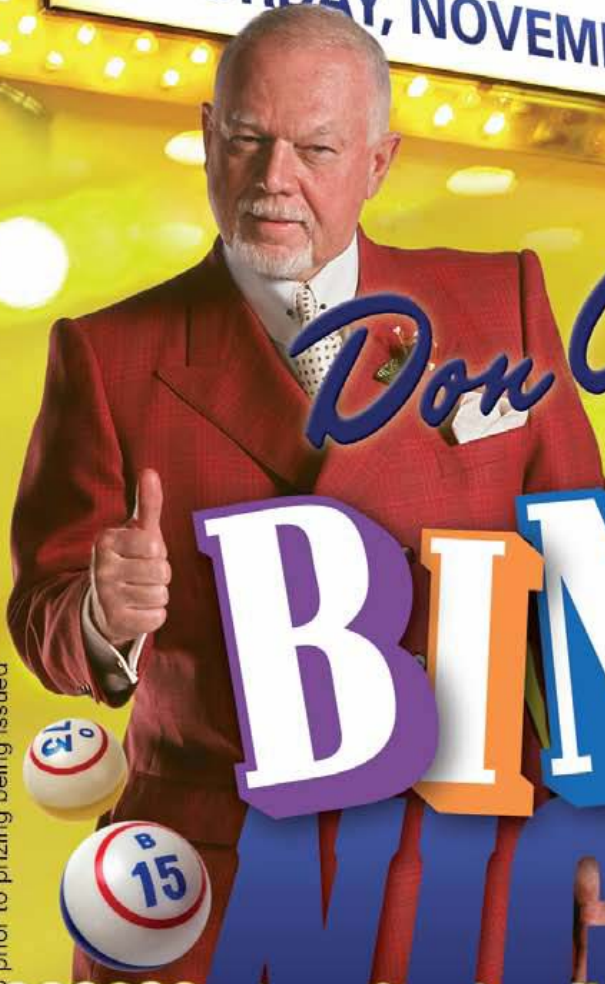
Finally, continue to watch your email box in the days ahead for license amendment instructions. Charities will be conducting and managing this game as part of their license, and as such existing licences must be amended. To simplify this process a form will be sent to you to process this amendment. This request for amendment form will need to be signed by both the hall operator and the charity designate.

If you have any questions, please email bingo@hillandknowlton.com.

Thank you for your ongoing support

OBDF Interim Steering Committee

\$200,000 JACKPOT
SATURDAY, NOVEMBER 8, 2008 • 7:30PM



Don Cherry
hosts

BINGO
NIGHT
IN ONTARIO

All winners must provide ID prior to prize being issued

Check Your Local Bingo Centre For Participation • www.charitablegaming.com