



Oakland Athletics Baseball Company

**Ticket Services**

7000 Coliseum Way, Oakland, CA 94621 • Ph. (510) 568-5600 Fx. (510) 635-6230  
www.oaklandathletics.com

Business Hours: Hotline Mon-Fri 8:30 am - 5:00 pm • Office Mon-Fri 10:00 am - 4:00 pm  
Also open extended hours for all A's home games.

December 22, 2006

Joe McHenry  
Smart Circle International  
2720 Steeles Avenue West, Suite 3  
Concord, Ontario CANADA

Dear Joe,

The A's enjoyed a tremendous 2006 Season. The A's won 90 games for the sixth time in seven years and completed an eight consecutive winning season at the Coliseum. This is the best home record in all of Major League Baseball over this period of time. The regular season ended with an AL West Division Crown and ended with an appearance in the AL Championship Series. The A's are poised to maintain the momentum into Spring Training 2007.

We drew nearly 2 million fans to the ballpark in 2006 and could not have attained this type of volume without our partnership with The Smart Circle. We redeemed a record number of coupons at the window and via the mail and the value of the certificate is unmatched. We look forward to the 2007 piece and feel very strongly that it will go above and beyond our previous sales.

Our working relationship with The Smart Circle has been great. You have provided instant feedback and updates in regards to the sales and trends of our product. You're also readily available to assist with any projects and sales opportunities that the A's can provide to the company. The response to customer service issues is unmatched. The future is bright for the Athletics and we're excited to have you and The Smart Circle as part of our team.

Sincerely,

A handwritten signature in black ink, appearing to read 'Josh Ziegenbusch'.

Josh Ziegenbusch  
Senior Ticket Services Manager  
Oakland Athletics Baseball Company

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**Our Mission Statement**

The Oakland Athletics Ticket Services Staff provide the highest level of customer service for our season ticket holders. We assist with all ticket requests, questions, concerns, and suggestions. We work to ensure an enjoyable experience for our valued season ticket holders as we strive to provide championship level service every day of the year.