



To: Mark Collin, Smart Circle International
From: Scott Schiff, Director of Group Sales, Phoenix Coyotes

Mark,

It was a pleasure working with you and the Smart Circle team again during the 2008-09 Phoenix Coyotes season for promotion of the Executive Ticket Program.

Your sales team did a tremendous job this year, and from a customer service level was probably the best to date since we have worked together! Customer dissatisfaction was minimal from the box office and direct to our ticket office, which shows the communication from your sales reps to the customers was effective and efficient.

The promotion, though down a bit from previous years in which we have all heard the reasons, was still a great success. We sold over 6,000 tickets for over \$50,000 in new revenue, most of which were first time customers that are now (hopefully) return customers and new hockey fans!

With the data that your office has provided, we are now actively calling on to lock them into seats for the 09-10 hockey season with our full season tickets, mini-plans, and other ticket packages. I'll be sure to get you a complete ROI report as we get through this off-season.

Please extend my personal thanks to everyone involved on your side making this promotion the success that it is. I look forward to working with everyone again!

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Schiff".

Scott Schiff
Director of Group Sales