

BOARDVIEW'S

New Markets

Several new markets will be joining the program shortly. One of these has never permitted any advertising so that will offer a very unique situation. It's quite rare that a facility becomes available that has never permitted advertising previously. We expect these facilities to sell our fast.

The other markets will be situations whereby the programs have not been promoted on a consistent basis so there are few participants. We will correct that just by consistently promoting the programs.

NEW

PRESIDENT'S NOTES

Have you ever taken your son or daughter to an arena to watch their game and wanted to pass the 30 or 60 minutes before the start of the game by checking your e-mail or surf the web on your cell phone?

The most frustrating part of that experience is that the further you move into a facility the less reception you will receive. Cell phone reception in most arenas just doesn't work.

Take a look around you and you'll see other parents or kids wanting to keep busy during the down time before and after a game. And in most cases the solution is to go into the ice pad area to watch the game that is in progress

before their game starts.

What does this mean? It means that people are seeing



the power of promotions in the facility whether it's on a rink

DID YOU KNOW?

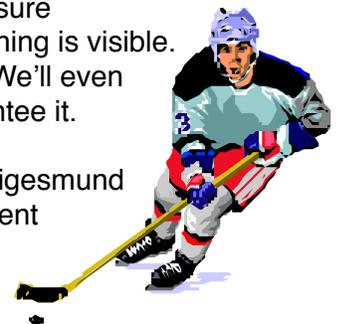
The summer is the best time to buy in the arenas to select your spots for the Fall. Always buy a season ahead.

board sign or a wall sign or on the zamboni or on a digital tv screen. That is the power of BoardView.

How much better does an arena look with some ads in it? Much better. It gives it a 'professional' look and with our expertise in helping to design your ad we can assure you that all the important elements of your business will be properly seen from across the ice or in the lobby areas. And that's extremely important. If an element is too small to be seen from across the ice why show it on your sign? We'll make sure everything is visible.

We'll even guarantee it.

Jory Sigismund
President



CLIENT / Arena UPDATE

Mitch and Rick Delenardo of Remax grabbed one of the few remaining spots in East Gwillimbury on the rink boards. Also, joining Remax in this facility will be **True North Fishing Outfitters**.

Floor Direct North selected the Community Centre in East Gwillimbury as well.

Cambridge will soon see a sign from **The Rabbid Fox**. They chose Hespeler.

The **City of Cambridge** just renewed with BoardView again.

Both ice pads in Owen Sound in the Julie McArthur facility are virtually sold out. **A**



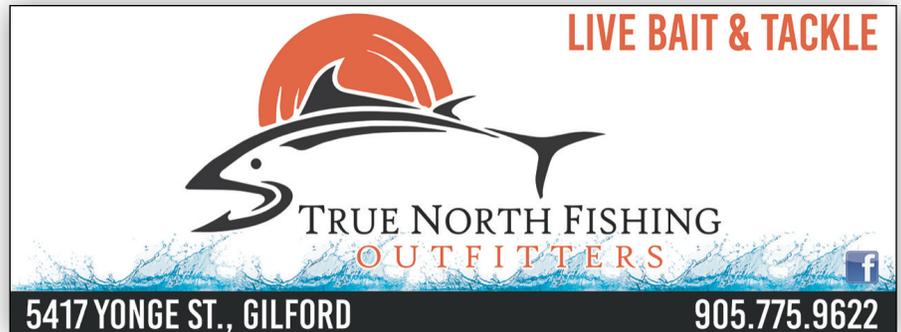
Golden Repair, 10th Street Diner, and Atlas World Real Estate have taken the few remaining spots.

The **Town of East Gwillimbury** has renewed for

a multi-year term. That means BoardView has been servicing this market for 23 consecutive years.

This facility has two ice pads with the ice in year round in one pad and floor events in the other pad during the summer. We also have our digital ad screens with live tv in the main lobby as well. One pad is now sold out so get in the remaining pad while you can.

CLIENT RENEWALS



Richmond Hill was chosen again by the **Elementary Teachers Federation Of Ontario** in three facilities while **Sydnic Computer Systems** continues in Alliston.

Tim Hortons renewed again in Tottenham with **Brookfield Homes** which also retains it's presence in Beeton. Beeton now only has a few spots remaining available. **Arctic Heating & Cooling** stays in Wallaceburg.

Domino's Pizza, Owen Sound Honda, and Larry Miller all join again in Owen Sound. **Lisa Gretzky** chose to stay in Windsor while **Hood Bros** continues in Cambridge and that's 19 years in McIntosh arena with the program.

Fort Erie has **South Coast Cookhouse** returning on the Zamboni and **Nigh's Sweet Shop** on the rink boards. **Boston Pizza** is staying in Thames Campus in Chatham.

DCA Automotive renews again in Blenheim for a multi-term as does **Todd O'Donnell** of **State Farm Insurance** in Cambridge.