



October 8, 2008

Erich Genseberger, CEO
EcoMedia Direct Inc.
1-24 The East Mall
Etobicoke, Ontario
M8W 4W5

Dear Erich,

MINI has recently been recognized as one of the leading Canadian brands in *Strategy Magazine's* "Brands of the Year" featured in their October issue. MINI Canada sales have seen an impressive year-to-date increase of 33% over the same period last year, and September marked our 6th consecutive month of year-over-year monthly sales records. These figures are a clear indication of the strength of the MINI brand in Canada.

As you know, this year MINI Canada's spring marketing campaign for the MINI Cooper and MINI Cooper S included the innovative approach of wrapping EcoMedia's Recycling Units with eye catching MINI branding to communicate the campaign message of "Get into MINI". These units were then placed in strategic, highly visible and premium locations throughout Toronto's downtown core.

The impact of our campaign has been very successful, including the latest recognition by *Strategy Magazine*, as they search for Brands that seek to "devise ingenious and entertaining ways to reach their audiences."

MINI Canada would like to thank EcoMedia for their flexibility, enthusiasm and professionalism in helping to successfully execute this important component of our spring campaign. EcoMedia's SilverBox™ Public Space Recycling Units located in strategic areas on the streets of Toronto, allowed us to communicate our fuel efficiency and environmentally focused award winning campaign in a highly effective manner.

Congratulations to you and your team on a job well done!

Best regards,

A handwritten signature in black ink, appearing to read "Stephen G. McDonnell".

Stephen G. McDonnell
Director, MINI
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a BMW Group Company

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