

PETROFF GALLERY

June 18, 2008

EcoMedia Direct Inc.

24 The East Mall, Unit #1
Toronto, Ontario, Canada
M8W 4W5

Attention: Craig Marwood
President

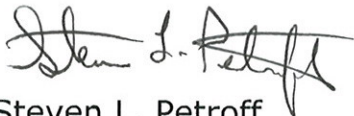
Petroff Gallery has been participating with the EcoMedia Street Art Program for over six months now, and we appreciate many aspects of this involvement.

Firstly, Petroff Gallery has certainly experienced increased sales, with the introduction of these artful SilverBoxes in conjunction with the opening of our second Gallery on Dundas Street West.

Secondly, I welcome the extremely positive response from both the artists directly contributing to the program in addition to the many additional artists who see the increased capacity to be positively promoted and supported.

And thirdly, from clients and potential clients, I understand that many have remarked directly how pleased they are to see what appears to be such a partnership between art and civic responsibility.

Sincerely,



Steven L. Petroff
Director – Petroff Gallery