



Welcome to the Top, Pizza Hotline

March 10th, 2008

Top Choice Awards (TCA) is honoured to announce that Pizza Hotline is Canada's Top Referred Pizza Delivery (local) of Winnipeg, as identified in the proprietary TCA Canada's Top Referred 2008 Study.

Top Choice Awards is an important institution for the local and international business scene, recognized by the Government for its meaningful awards. The organization conducts democratic surveys, in multicultural cities around the globe, with the singular purpose of identifying and promoting businesses and professionals who have distinguished themselves amongst their competitors and earned the people's vote.

The results were collected during a two (2) month survey conducted online and by telephone, which asked respondents across Canada to submit their top referrals in a wide variety of categories based on quality, service, value and professionalism, in addition to any other factors they consider important. The survey focused on the opinions of local business owners and consumers. The results are in and the majority of participants in the Winnipeg area identified Pizza Hotline as the Top Referred Pizza Delivery (local) of 2008.

To further improve the results, our organization conducts research on all nominees to ensure that they are reputable establishments. This research has also revealed that this award now makes you a **Multi-Award Winning Company** and further distinguishes you from your competition.

By merit of being a Top Choice Award™ recipient you are entitled to participate in the TCA Promotion System and garner its unique benefits, which are tailored to utilize the Top Choice Award™ for maximum profits. The TCA Promotion System exposes you to a powerful social network of local, national and international recipients and consumers, with tools designed to reap tangible results.

Canada's Top Referred Recipients will be featured in Canada's first and only magazine dedicated to award winning businesses and professionals – Top Choice Magazine – which will be launched nation-wide to promote you; the recipient of Canada's most acclaimed award for the business community, the Top Choice Award™ Mark of Excellence™.

Congratulations!



Top Regards,

Monica Couto
President

A handwritten signature in blue ink, which appears to read "Monica Couto".