

Marc Jaromin  
WKBW-TV7  
7 Broadcast Plaza  
Buffalo, New York 14202-2699

Dear Marc:

Iroquois Energy is proud to share one of our recent marketing success stories.

After several discussions regarding our marketing direction, we decided on introducing our company to television marketing through a three-month fall campaign, which included WKBW television advertising, *The Marketeer*, and an *AM Buffalo* appearance.

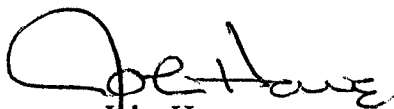
The campaign was an immediate success. Not only did we receive an increase in image and exposure as a company, but we also received a direct and quantifiable increase in business.

The single most quantifiable success of our campaign was our AM Buffalo appearance. We were on the morning talk show with a two-minute, pre-taped interview discussing ways Iroquois Energy could save Western New Yorkers money on their energy bills.

Our telephones rang immediately. Our ten lines were full for an entire hour after the show and our voice mail system topped out with ninety leads that still needed a response.

In every sales environment, the true test of success is a returning client. The best testimony we can provide WKBW is that we have confidently signed on for an entire year. We look forward to another hard-hitting, targeted, and profitable campaign.

Respectfully,



John Howe  
Iroquois Energy