

C/O Ofri Barmor
Carmelis Alpine Goat Cheese
170 Timberline Road
Kelowna, British Columbia
V1W 4J6

April 5, 2007

Dear Ofri,

Please find enclosed the first in the series of Tourism Kelowna's advertorial installments in the Globe and Mail, which ran Saturday, March 24, 2007. Carmelis was featured in these articles so we wanted to make the originals available for your media archives.

The Globe has a reach of 931,400 readers and a paid-circulation of 326,936 on Saturdays. Tourism Kelowna executed this ad buy through Vancouver-based advertising agency, Wasserman & Partners, and subsequently worked with Special Features Editor to the Globe, Randall Anthony Mang, to organize interviews and story ideas, and provide auxiliary support for the features.

We hope that you enjoy this focus on Kelowna, and look forward to working with you, our partners, on future media relations and advertising opportunities. Stay tuned for the next installment in the Globe, to run on April 21, 2007.

Our best regards,

Catherine Frechette for the Tourism Kelowna Team

October 6, 2006

Ofri Barmor
Carmelis Goat Cheese Artisan
170 Timberline Road
Kelowna, BC V1W 4J6

Hi Ofri,

You may remember the BC Wine Institute brought the well-known and respected American journalist Bruce Schoenfeld to the Okanagan late last year. Due to the very forward looking schedule of the magazine industry – we have just received Bruce's first article about the Okanagan and wine and food tourism, which we are happy to share with you here.

Please find enclosed a copy of the article in the latest issue of Travel + Leisure Magazine. This two page article may not seem like a lot, but a similar two pages of one time paid advertising in this magazine would cost us \$183,810 US or \$207,107 CDN at today's exchange rate. Travel + Leisure magazine has a base circulation of 950,000 readers (mostly in the US) – so the word is getting out there.

Congrats on the great coverage!

Kind regards,

Lisa Cameron
Communications Manager
BC Wine Institute

Lisa Cameron
Communications Manager

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