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From: anbakht@deloitte.ca
Sent: Fri 9/14/2012 4:09:39 PM
Subject: Deloitte | Meeting 2 with Judi Cohen

Hello Judi,

It was a pleasure speaking with you this morning. We hope you found our initial introduction to the Business Strategy and Plan helpful. As discussed, this is a follow up to review:

Exclusion per Committee Direction

- Market Research (primarily Ipsos-Reid Discrete Choice)
- Final versions of the Branding, Marketing, Communications/Stakeholder Plans (as provided by HotspeX, Level5, NPR and Judi Murchison)

Please let me know if you have any questions / need anything else. I'm right round the corner from your office at 20 Bay.

Best,
Anantika

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