



MIROMAR OUTLETS

July 10, 2009

Dear Sponsor:

Thanks to your generous support, the Independence Day Celebration hosted by Miromar Outlets and Germain Arena, was once again a resounding success. The attendance was the largest ever and arrived even earlier to enjoy the family activities, the bands, two water-ski shows on the lake and, of course, the spectacular fireworks finale.

Media coverage leading up to the event was extensive before and after the celebration in all the local publications and it was promoted on television stations. The local CBS affiliate, WINK TV, was on site broadcasting live and they also showed taped footage during later programming.

I have enclosed copies of our radio scripts that ran on ten stations with over 150 spots, newspaper ads that ran in the Naples Daily News Showcase, Bonita Banner, Florida Weekly, both Fort Myers and Naples edition, posters that were distributed throughout the area and flyers distributed at the Miromar Outlets, International Design Center and Miromar Lakes Beach and Golf Club and on our websites.

This event continues to grow and become a much anticipated celebration for area residents as well as visitors. It is a great way to kick off one of our greatest American traditions. We appreciate your involvement and hope you will join us again next year.

Sincerely,
Miromar Outlets

Jeff Staner
General Manager

Encl: