



February 16, 2006

Ms. Acquanetta Pierce
Avance Communications
333 W. Fort Street
Suite 1315
Detroit, MI 48226

Dear Acquanetta,

Finally, the rush of Super Bowl has passed and I am just now starting to get my feet back on the ground and begin a normal life again.

This is the time to reflect back on how the community came together in support of Super Bowl to make the Detroit experience memorable for residents and visitors. I hope you agree Detroit never looked so good and the atmosphere was electric.

I want to thank you and your staff for being such a great partner with the crafting of the Super Bowl experience. William, Lana, Maureen, Naya and your entire team are true professionals and should be proud of the contributions made by Avance. It was a pleasure working with your team. The Avance experience was one of many highlights during my Host Committee career and I am happy that I had the chance to work with your company and become familiar with its services. Your team's commitment to strategic direction, professionalism and Detroit were noted and appreciated.

Thanks again for all you did. I hope our paths cross again.

Sincerely,

A handwritten signature in blue ink that reads "Ken Kettenbeil".

Ken Kettenbeil
Vice President, Communications
Detroit Super Bowl XL Host Committee

DETROIT SUPER BOWL XL HOST COMMITTEE

2000 Brush Street, Suite 240 • Detroit, MI 48226

Main: 313.262.2006 • FAX: 313.262.2007 • www.sbxl.org