

Dear SanMar Canada Team,

November 2016

Notice- Our AIR MILES® contract is drawing to a close at the end of November and while we are grateful for the opportunities AIR MILES® has generated for us, we feel strongly that after 3 years, our customers deserve a change.

We are shifting direction from rewarding customers after their purchase, to rewarding them just for being a customer by developing better growth opportunities for their businesses. We will shift our attention to creating new programs, promotions and end-user directed tactics to help our customers' businesses achieve their goals.

Customers will have until the end of November to complete transactions that they want to receive AIR MILES® for, so let's encourage our customers to finalize their sales, get those sample orders in and collect as many AIR MILES® Reward Miles as they can before the close of the month.

Thank you,
Stacey