



July 17, 2008

To Whom it May Concern:

Citizens Business Bank Arena will celebrate its completion and Grand Opening in October. This new venue will be a destination entertainment spot for the entire Inland Empire. The community is anxiously awaiting the opportunity to learn more about the arena and enjoy all of the events that have been scheduled.

Citizens Business Bank Arena has chosen **Inland Custom Publishing Group** to produce several different print media pieces to celebrate the Grand Opening. Each of the proposed publications will have a different audience as well as a distinct distribution plan. The Grand Opening Glossy Magazine, a printed piece that will be distributed to arena suite holders, local businesses and high-income households, would be a memorable collector's item recognizing your participation in the project. A full market version of the magazine will be distributed across the Inland Newspaper Group, which includes: the Inland Valley Daily Bulletin, The Sun, Redlands Daily Facts, San Gabriel Valley Tribune, Pasadena Star News and Whittier Daily News. With more than 700,000 readers, this will introduce to the community your business or agency that helped make the area's newest and greatest entertainment venue possible.

The publications will contain facility highlights, profiles of the founders, a calendar of events, and ticketing information. With a full schedule of events beginning in October, this is an opportunity to be included in the many media pieces celebrating the opening of Citizens Business Bank Arena.

In the next few weeks, a representative from Inland Custom Publishing Group will be calling to set up an appointment to discuss your involvement in these special publications. Please consider the value that participating in these publications could bring to your business.

Sincerely,

*Sue Oxarart*

Sue Oxarart  
Marketing Director  
Citizens Business Bank Arena