

June 29, 2011

Harold Mah
Event Support Manager
Economic Development & Culture
City Hall, 9th Floor, East Tower
100 Queen Street West
Toronto, ON, M5H 2N2

Re: A Toronto Ironman 5150 in July 2012

Dear Harold,

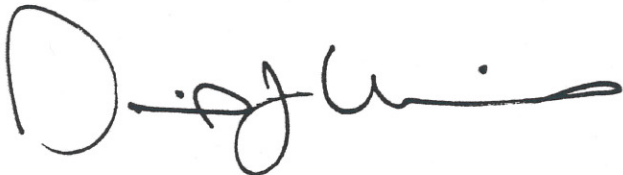
I have spoken extensively with Sports Focused Consulting over the last 3 years with respect to the Ironman brand. We are delighted that SFC has now entered into a partnership with World Endurance Canada to bring this international triathlon series to our city. Tourism Toronto supports the Ironman platform and we look forward to working with SFC and WEC as details are finalized.

As you know, thanks in part to you and the City's co-operation, Tourism Toronto is ranked "number one" North American Convention and Visitors Bureau in North America with respect to "client service excellence". Tourism Toronto's "Sport Strategy" involves selling and promoting the Greater Toronto Regions as a premier sport destination in Canada and our mandate is to deliver overnight stays within our destination and grow the number of new events being hosted in our destination.

We will work closely with SFC and WEC to ensure that all of our many resources are utilized to ensure that a successful platform is realized. We have extensive experience in hosting athletes and we are excited about showcasing our city, and specifically, our revitalized waterfront, to Torontonians and the world in 2012, and for many years to come.

We are hopeful that SFC and WEC are successful in securing their proposed race route. We believe utilizing the DVP and Gardiner for the bike leg of the race will create the "wow factor" that differentiates our Ironman from others around the world. In an overcrowded global calendar of triathlons, we need to create an experience that tourists remember, so that they will return year after year to Toronto!

Sincerely,



David Whitaker
President and CEO, Tourism Toronto

cc: Michael Williams, City of Toronto.