

March 14, 2005

Persona Cable

Central Division
500 Barrydowne Road, Unit 15
Sudbury, Ontario
P3A 5W1

To Whom It May Concern:

On behalf of the City of Timmins, I am writing to strongly endorse IDNR-TV / Natural Resources Television's presence on Persona Cable .

IDNR-TV is the first television channel dedicated to bringing programming that reflects the character and concerns of the North, and I believe that the people and the City of Timmins will be very well-served by having this important educational and entertainment tool available in their homes.

I believe that IDNR-TV will be very beneficial for our city. Firstly, IDNR-TV will help to promote Northern Ontario in general and Timmins as a vital tourism and business destination in particular. Secondly, IDNR-TV will bring pride to the citizens of Timmins by carrying programming showing the dynamism and beauty of Northern Ontario to the rest of the country.

I look forward to enjoying IDNR-TV at a favorable position on the dial in the near future.

VICTOR M. POWER

Mayor