



July 2008

Dear Franchise Industry Executive:

It is my sincere pleasure to introduce you to an exciting business opportunity in franchising. You are receiving this introductory letter due to your valued association with the U.S. Commercial Service in Canada, and your expression of interest in doing business with U.S. firms.

If you have been thinking about getting into the franchise industry, I encourage you to consider joining the Baskin-Robbins family. Baskin-Robbins is the world's largest chain of ice cream specialty shops. The company creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 5,800 retail shops in more than 40 countries.

Baskin-Robbins offers entrepreneurs like you a variety of store concepts including freestanding stores, sites within shopping centers, kiosks and other retail environments. Furthering its commitment to its franchisees, Baskin-Robbins also offers a range of support systems including: complete training, site selection assistance, design and construction, marketing, and technology assistance.

Baskin-Robbins is in the process of launching a steady and strategic growth strategy in Western Canada, which includes expansion within British Columbia. The Baskin-Robbins franchising team is looking for multi-unit operators (minimum of 15 units) in the Vancouver and Lower Mainland area, and I think you would be a great candidate.

A representative from Baskin-Robbins' franchising team will be in Vancouver in mid July to present the Baskin-Robbins retail concept. For your convenience I have also enclosed a copy of the "Myths vs Cold Hard Facts" brochure, which describes the Baskin-Robbins opportunity.

For additional details or to arrange a meeting please contact me, or Marietta Snetsinger, Canadian Franchising Manager for Baskin-Robbins at **519-260-0607**. I look forward to hearing from you before July 15, 2008.

Yours truly,

Cheryl Schell
Sr. Commercial Specialist
National Franchise Sector Coordinator