

BULLETIN DISPLAYS, LLC

"CREATIVE OUTDOOR ADVERTISING"

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October 11, 2007

Susan Kim
Senior Planner
City of Anaheim, Planning Department
200 South Anaheim Blvd
Anaheim, CA 92805

Re: Billboard Exchange Program Update.

Dear Ms. Kim,

Due to the reopening of the RFI process and to the lack of a confidentiality agreement, I can only respond in general terms. Once a confidentiality agreement is entered into and the RFI process is finally closed, I would be more than happy to work with Staff to obtain more specificity.

Regarding Part B of my June 7, 2007 proposal regarding the Billboard Exchange Program, Bulletin Displays would be willing to work with Anaheim on a mutually acceptable and reasonable exchange ratio. Regarding Part A of my June 7, 2007 proposal regarding the Anaheim Message Center or any other freeway billboard locations, Bulletin Displays would be willing to work with Anaheim on any mutually acceptable level of revenue that is reasonable and that matches any other level that another company is proposing. Please note that there are many more locations for potential Anaheim Message Centers other than the limited locations that were relayed to the City Council during the last Council meeting wherein this issue was discussed.

Thank you for continuing to consider my proposal and feel free to contact me at any time.

Sincerely,

BULLETIN DISPLAYS, LLC

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Mark A. Kudler