



Automobile Protection Association
292 St. Joseph Blvd. West
Montreal, Quebec
H2V 2N7
Attn: Mr. George Iny - President
Sent via Fax: 514-273-0797

April 7, 2011

CTV News
9 Channel Nine Court
Toronto, ON
M4A 2M9
Sent via Facsimile 416-384-5301
Sent via Facsimile 416-384-5178
Sent via Facsimile 416-313-2525
Attn: Mr. Anton Koschany

Dear Mr. Iny and Mr. Koschany;

I have received the attached letter from Mr. Anton Koschany of CTV W5 dated April 1, 2011. I am enclosing the letter as it was not cc'd to Mr. Iny at the Automobile Protection Association (APA).

This is not a police matter as referenced by Mr. Koschany, but an issue of CTV-W5 and the APA proposing a broadcast which will damage the trademarks and goodwill of our company without providing us the opportunity to review the information and respond. Furthermore, I received no message from Ms. Mary Dartis to indicate the mention of the Weston Road was an oversight, as stated by Mr. Koschany. However, I do accept his explanation.

You can continue to take the position that an on camera interview is the only way you will provide selected footage to view, however you have had more than 90 days to review the material and prepare for the interview, yet you do not allow our company time to review the same material. If the material supports what you are claiming, what do you have to hide?

As I have stated, we are a franchise organization and each location is owned and operated by a franchised owner who is controlled by our franchise agreement. If there is a problem, we want to know about it, verify it, and fix it. I have informed you that we have a zero tolerance policy on customer service and damage to our trademarks. If the conditions of the Dealer Agreement were violated, we will terminate the Dealer Agreement. Currently, CTV-W5 and the APA are simply providing hearsay evidence and refusing to allow us access to the information. We cannot take appropriate action under our Dealer Agreement based on hearsay information, and your continued denial to allow us the opportunity to verify your information leaves us to question your real motives and goals.



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It is obvious to me that I need to better understand the relationship between CTV and the APA. In his letter, Mr. Koschany is making reference to the APA mystery shoppers and then addressing some of my concerns on behalf of the APA mystery shopper. So I am confused; is CTV W5 speaking to me on behalf of the APA? Does the APA mystery shopper work for CTV W5 or the APA?

One thing is clear. I have our locations internal inspection documents that pertain to the 4 mystery shoppers (that you don't have) and they conflict with the information as stated from CTV-W5/APA, in all 4 cases. If your position continues to be to not allow us the access to review the information as we have requested, then your entire story maybe based on the opinion of your APA Garage and nothing more.

After the 2001 series of mystery shoppers performed by the APA, we implemented the Motorist Assurance Program (MAP) program in all of our stores and became involved with the MAP Board in Canada. The MAP criteria for inspection and reporting is not based on opinion, it is based on factual documentation supplied by The Automotive Maintenance and Repair Association (AMRA). This documentation provides factual basis to back up the inspection findings and improve communications to the customer. Inspection findings are communicated as either Suggested or Required, with sub codes for each finding. The AMRA documentation provides for suggested replacement of Shocks and Struts at 80,000 km. (for most vehicles). All of the Suggested Services made based on the inspections performed are documented as per the MAP standard. Without the ability to review the audio/video of the actual conversation during the visits, we are handcuffed from any further investigation to substantiate your claims.

Again, I cannot control what you air or don't air. I cannot control what you provide or don't provide for review. I cannot assume what your true motives and desired outcome are.

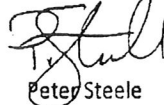
However, I do know the steps that have been implemented in our stores since 2001 when we adopted the MAP standard. I know what has been documented on the inspections pertaining to these 4 mystery shoppers. What I don't know and have requested, is to review the entire audio and video files that pertain to our stores visited. We have done many, many mystery shoppers in the past 10 years and will continue to do them. This experience has provided us the knowledge to know all too well the trips and traps of using mystery shoppers to gauge a stores performance. I see the inconsistencies in your mystery shopper's communication and I understand how that could have created differences in the services requested and provided.

In the letter received as of March 7, 2011 from Mr. Iny of the APA, Mr. Iny advised he would share the copy of the report the APA submits to the Government after March 31, 2011. I have written to Mr. Iny on April 1, 2011 requesting the copy and have not received a response. I again request the copy of the report the APA provided to the Government.

I do support mystery shopper programs and feel they do provide a valuable service when properly done. We will continue to manage & train our stores to perform and document proper inspections and to accurately communicate the findings to the consumer, in accordance with the MAP standard.

I cannot comment on your information because you refuse to provide it to us. However, I know what information I possess, and I am informing you that I am not going away. Please reconsider your APA – CTV W5 decision and provide the requested material so that we may provide a fair, honest and responsible response.

Yours truly

A handwritten signature in black ink, appearing to read "Peter Steele". The signature is written in a cursive style with a large, stylized initial "P".

Peter Steele

Active Tire & Auto Centre Inc.