

A Votre Santé
Nelsondairy
To Your Health.

August 12, 2008

Wendy Fucile RN, BScN, MPA, CHE
President
RNAO
158 Pearl Street
Toronto, Ontario
M5H 1L3

Dear Ms. Fucile,

This letter is to advise you that as of Friday, August 8th, we started taking actions to remove all references to nurses in the Live Ultimate promotion, including the website, online advertising and event sampling. While we cannot remove materials that appear in print periodicals, we will not be using any depictions of nurses in any future printed promotional material.

It was not our intention in any way to offend nurses or the nursing profession. We believe that the dedication and hard work of nurses makes a critical difference for patients every day.

We believe our actions reflect this perspective and trust this situation has been resolved to your satisfaction.

Regards,



Julia Kovacs
Director of Marketing

Cc: Judy McCrie, Vice-President and General Manager