



## **SIMPLE PLAN FOUNDATION BENEFIT EVENT PREVIEW OF SIMPLE PLAN'S 4TH ALBUM**

Dear Madam, Sir,

It is with great pleasure that the Simple Plan Foundation invites you to its 2010 benefit-event, once again this year under the honorary patronage of Mr. L. Jacques Ménard, president, Quebec, of BMO Financial Group. Created in December 2005, the Simple Plan Foundation is dedicated to helping troubled youths, both those with problems specific to the adolescent years and those stricken by severe illness. The Foundation also wants to encourage young people to learn and practice music as a way of finding a passion in life.

This event is the most important one of the new 2010-2011 fundraising campaign and will take place on **Sunday, November 14, 2010, at noon, at the Club sportif MAA**, 2070 Peel Street, in Montreal. In addition to a "Taste of Montreal" lunch, an auction and a Meet and Greet that will allow personalities and fans to mingle with the members of the band, Simple Plan will also perform an acoustic concert. The show will offer guests the unique privilege of having an exclusive preview of Simple Plan's 4th album, months before its release. The event will be preceded by a press conference announcing the foundation's new donations for this year, in front of representatives of the charitable organizations that have been selected.

The Simple Plan Foundation would very much like to count on your support to help make this important fundraising event a great success. As such, we invite you and your company, to embrace this significant cause by becoming privileged partners today. Alternately, you may purchase tickets for the event, for \$100 per person. If you find yourself unable to join us and still wish to contribute to our cause, a donation to the Foundation would be more than appreciated.

In any case, you may send a cheque, at the order of Simple Plan Foundation, at the following address: Simple Plan Foundation, c/o Annie Guérin, 1250 René-Lévesque Blvd West, Suite 3100, Montreal, QC, H3B 4W8 (To receive a tax receipt, please indicate your postal address); or, to pay by credit card, you may call at 514 846-7101 or subscribe directly online by clicking on the link you will find in the foundation's Web site: [www.simpleplanfoundation.com](http://www.simpleplanfoundation.com).

As the president of the Simple Plan Foundation, I am proud to be invested in this worthwhile mission. It is always with great enthusiasm that I look forward to welcoming you on November 14th.

Yours sincerely,

A handwritten signature in black ink, appearing to read "M. André Prud'Homme".

**M. André Prud'Homme**

President, Board of directors, Simple Plan Foundation

First Vice President, CIBC Wood Gundy