



Dear Errol & Olive,

Welcome to **Amacon Platinum Privileges!** To show you our appreciation for making Amacon your homebuilder of choice and to identify you as one of our most valued friends, we'd like to reward you with *exclusive privileges* and *special recognition*. The enclosed **Amacon Platinum Homeowner Card** is your key to a world of rewarding benefits.

As a new Amacon homeowner you are invited to participate in Amacon's Homeowner Loyalty Program. It's simple... **here's how it works:**

### **For Your Next Purchase**

- Simply come in and bring your **Amacon Platinum Homeowner Card** when you make your next purchase at Amacon's new high-rise projects: Elle or Eve
- You will receive a **Credit\*** towards the purchase of your next home at Elle or Eve
  - 1 Bedroom or 1 Bedroom + Den **\$2,000**
  - 2 Bedroom or 2 Bedroom + Den **\$2,800**
  - 3 Bedroom **\$3,800**

To be eligible for the credit, both the original unit and the newly purchased unit must be firmed and subsequently closed. Credit will be adjusted on Unit Transfer Date of the original unit or the newly purchased unit, whichever comes later. The expiry date of the card is March 1, 2010. You can enjoy the credit every time you make a new purchase for as many times you like until the expiry date.

### **Why not share this great opportunity with your family or friends?**

- Tell a friend or family member about Elle or Eve
- Accompany your friend or family member to the Elle Discovery Centre and bring your **Amacon Platinum Homeowner Card**
- If your friend or family member purchases a unit **you'll both receive a Credit\***
  - 1 Bedroom or 1 Bedroom + Den **\$1000**
  - 2 Bedroom or 2 Bedroom + Den **\$1,400**
  - 3 Bedroom **\$1,900**

To be eligible for the credit, both the original unit and the newly purchased unit must be firmed and subsequently closed. All credit will be adjusted on Unit Transfer Date of the original unit or the newly purchased unit, whichever comes later. The expiry date of the card is March 1, 2010. You can enjoy the credit every time you refer a friend or family member who firm up a new purchase until the expiry date.

Thank you for making **Elle** such a success. We look forward to welcoming you to your new home and encourage you to contact our Elle Discovery Centre at **905-212-7175**, if you have any questions about Amacon's Homeowner Loyalty Program.

Sincerely,

Evelyn Lai  
Sales Manager

\* Purchase must be made between July 21, 2007 and March 1, 2010 and subsequently firm and with any realtor cooperation program(s), incentive program(s), bonuses or applied to previous. Cash value will be adjusted as a credit on the Unit Transfer Date of the original unit or the new for details. E.& O.E. Nov 4, 2007.

If you do not want to receive any further information, please e-mail/call us to remove you from the

