

Date: October 27, 2010

**Regarding: Sun Media Corp StreetPerfect License Subscription and Service Agreement  
Canada Post SERP Changes and Notice of Price Increase**

To whom it may concern:

The purpose of this letter is to advise you that Canada Post Corporation (CPC) is making significant changes to their Address Accuracy database products. At present, CPC offers a single Address Accuracy Data Product called Postal Code Address Data (PCAD). It has been the address database used for the past 20 years as part of the Software Evaluation and Recognition Program (SERP). The SERP program evaluates the ability of software to validate and correct addresses as well as producing the Statement of Accuracy (SOA) required for mailing purposes. Customers also use this database and SERP software within other applications including call centre applications for customer service and Websites for online real-time address entry and verification.

By January 2011, CPC will have introduced a new Data Product called Point of Call (Range Based) Address Data (PoCAD). This product contains more detailed data related to address deliverability including more complete apartment building suite information. The PoCAD database will become the address accuracy database for the SERP program. This database can **ONLY** be used for batch processing to produce the SOA for mailing purposes. After January 17, 2011, an SOA must **ONLY** be created using this new PoCAD database. It will no longer be permitted to produce an SOA from the PCAD database. No API or interactive access or application integration is permitted with the PoCAD database. The PCAD database will continue to be available for customer service and Websites for online real-time address entry, verification and interactive usage. Sun Media Corporation ("SMC") is planning the release of a new version of StreetPerfect for late 2010 to comply with the new CPC SERP program requirements.

Canada Post has significantly increased costs associated with licensing their Address Accuracy data products. To help defray some of these additional costs we will be implementing a price increase with respect to your StreetPerfect License Subscription and Service Agreement.

The increase will be in accordance with the schedule below and will take place on the first anniversary date of the annual renewal of your agreement on or after January 1, 2011. If you have a multi-year agreement then it will occur after the completion of the current agreement.

You must let us know which CPC data products you require to fulfill your address accuracy requirements. You may need one or the other or both.

Continued ...

Please print and complete the attached form which summarizes the permitted uses of each product as well as the annual maintenance costs and return to us by November 12, 2010 so that we may complete the set-up for each of our customers. You **must** indicate in the column titled "Subscription required (Y/N)" which database products you will require and complete and sign the company identification section at the bottom of the form. You may return the completed form to us in any of the following ways:

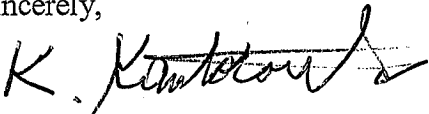
- 1) Scan to pdf and email to: [sales@streetperfect.com](mailto:sales@streetperfect.com)
- 2) Fax to (416) 947-2439
- 3) Mail to: StreetPerfect

Information Services Department  
Sun Media Corporation  
333 King Street East  
Toronto ON M5A 3X5

Also attached to this Email are 3 documents from CPC with additional information background on the changes to the address accuracy program including Questionable addresses, PCAD vs. PoCAD usage and FAQs.

Please contact us to discuss your questions or concerns and to assist with the completion of this form.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Kantorowitz", with a stylized flourish at the end.

Ken Kantorowitz

StreetPerfect Product Manager

## StreetPerfect CPC Database Selection Table

CPC Data Product	Permitted Uses	Non-Permitted Uses	Annual Subscription Increase	Subscription required (Y/N)
New PoCAD db	Only Batch process access with program provided by SERP software vendor Produce SOA	No API access No interactive access No integration with other applications such as CRM, call centre, Webpage	\$250.00	
Existing PCAD db	Batch and interactive processing Full API access May be integrated with other applications such as CRM, call centre, Webpage	May NOT be used to produce SOA	4% of current annual maintenance with a minimum of \$100.00	

### Annual subscription & maintenance price changes

Current StreetPerfect customers who have a BATCH ONLY license and MUST produce the SOA for mailing purposes should migrate to the new PoCAD database. You will see an annual increase of \$250 to your current supports costs.

Current StreetPerfect customers who have any API / CAL / Web server or db size license will continue to require the current PCAD database for their integration requirements with the nominal maintenance increase. If you must also produce the SOA for mailing purposes you will also require the new PoCAD database. This will be available as an add-on to your existing agreement at a cost of \$250 for the first year. Subsequent years at prevailing rates.

The following is an Addendum to your current StreetPerfect License Subscription and Service Agreement:

Licensee is licensed to use the Product with the PoCAD db for the following and no other purposes:

- (I) validating and correcting mailing addresses, and
- (II) addressing mail for delivery by Canada Post and producing corresponding Statements of Accuracy only for the purposes of providing the same to Canada Post in relation to such addressed mail when it is deposited with Canada Post for delivery.

By signing below, the above Addendum to the StreetPerfect License Subscription and Service Agreement, including license terms and price changes form part of our StreetPerfect License Subscription and Service Agreement. We will require the above indicated CPC data products.

Company : \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date : \_\_\_\_\_