

January 20, 2010

Mr. Don Taylor
Member of the Board of Directors
Canadian Football Association Alumni
1400 Lonsdale Avenue, Second Floor
N. Vancouver, BC V7M 2J1

Dear Don:

The attachments that are on this e-mail, which you are circulating, outline the special offer being made to the members of the CFL Alumni Association and any of their affiliated members. I must point out; that at this time this is not offered to members in the Province of Quebec as it has not yet been approved by the Insurance Council of Quebec. At this time the services for this coverage are limited to British Columbia, Alberta, Saskatchewan, Manitoba and Ontario. As we have discussed we hope to see this broadened to the rest of Canada in the near future.

Your members and their spouses can take advantage of this coverage (without medical evidence) in the following manner:

1. If it is for themselves, simply fill in the enrollment form
2. Complete the Bank Preauthorization form and attach a "VOID" cheque plus a cheque for the first month premiums.
3. If their spouse is going to also apply, please photocopy the enrollment form or print out a second form from the attachment and fill in a separate enrollment form with the spouses' information. (There is no need for another PAC form or cheque)

That is all, and the plan will be in place March 1, 2010.

We are quoting an amount of \$11.60 per month for each party (Member and spouse would be \$23.20 per month) However, Don, as I mentioned if the enrollment is under 250 lives the fees will be \$14.50 per month each, until we can meet this number.

We are working on trying to come to an agreement for the use of Members Visa Cards and will let you know about this as quickly as possible. We also hope to have a connecting button on our WEB Page with these forms for the CFL Alumni. www.pacific-first.com . We hope this will be by early February but the attachments may be used **now**.

We ask that each member reads the e-mail attachments, which points out all the benefits and limitations of this truly affordable benefit insurance plan. If there are any questions please contact either myself or Leslie Crisp of our office.

Yours sincerely

Douglas D. Anderson - President