

IVEY foundation

December 1, 2008

Mr. Dave Marcus
President and CEO
AyA Kitchens and Baths, Ltd
1551 Caterpillar Road
Mississauga, ON L4X 2Z6

Dear Mr. Marcus,

I am writing to tell you that I recently had new kitchen cabinets installed and the entire process has been wonderful and the cabinets are beautiful. Amy Dillon was outstanding as was the installer and the inspector. I also wanted to let you know that one of the main reasons I chose AyA kitchens was your commitment to FSC and your other environmental commitments. FSC is the "gold standard" of forest certification and the Ivey Foundation has been a strong supporter of FSC for well over a decade. I have enclosed our most recent Annual Report.

As you well know, consumers are becoming more aware of the environmental consequences of their purchasing decisions. Your company's move toward FSC certification and labeling will allow consumers to make educated choices about how to improve their homes in a way that supports sustainable forest practices. I would encourage you to make these features more prominent to your potential customers.

Your new environmental policies should prove to be excellent for your business, as well as for the environment, as consumers continue to educate themselves about the importance of sustainably managed forests, including their role in adapting to climate change.

With Canadian companies like yours showing this level of leadership, there is no reason why Canada cannot achieve international prominence in sustainable forest products and practices. Thank you again for your environmental leadership and outstanding cabinets.

Yours truly,



Bruce Lourie
President