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-----Original Message-----

From: Hawkins, Robert B <robert.hawkins@cbsoutdoor.com>
To: Writeatlas <Writeatlas@aol.com>
Cc: fdinitiative <fdinitiative@aol.com>
Sent: Thu, May 13, 2010 3:32 pm
Subject: RE: Bus Campaing II

Hello Pamela,

I have forwarded your Bus King creative to my contact at SMART and will get back to you as soon as I have received an update.

Kindest Regards,

Robert B. Hawkins
Sales Manager, Displays Division
CBS Outdoor
88 Custer Ave.
Detroit, MI 48202
(313) 556-7115 (ph) / (313) 872-8066 (fax)

From: Pamela Geller [mailto:Writeatlas@aol.com]
Sent: Wednesday, May 12, 2010 8:17 PM
To: Hawkins, Robert B
Cc: fdinitiative@aol.com
Subject: Bus Campaing II

Robert,

Our bus ads are rolling out nationwide. There are a number of initiatives we are working on and I want Detroit to be a part of the current mix and future buy. Natalie is not responding. We are getting nowhere fast.

I was reviewing the material you sent me previously on the different routes, buses and towns. Can I switch the buy? Please change my advertising buy to Dearborn. Take me out of inner Detroit and put me on the Smart buses in Dearborn. Please make it an equivalent, dollar for dollar, switch.

If you need me to sign an advertising change order, please email the paperwork and I will get it right back to you.

Thanks so much,
Pamela
FDI