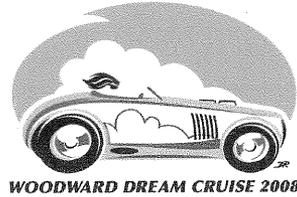


RECEIVED
Chief of Police J-03b
10/17/08 CC



October 9, 2008

Troy Police Department
500 W. Big Beaver Road
Troy, MI 48084

Dear Chief Craft,

On behalf of the Board of Directors of the Woodward Dream Cruise, I would like to take just a moment to extend our most sincere thanks for your support for the 2008 Cruise event. Your law enforcement measures and support of the Cruise are a key element in assuring the continued success of this terrific event. Doing as much as we reasonably can minimize the possibility of a traffic related accident or injury is critically important. It is the potential "Achilles Heel" of the whole Cruise event. We would like to extend a special thanks to Chief Ted Quisenberry for his enforcement coordination efforts with all the community law enforcement officials. Please extend my personal thanks to all of your officers for the great job they do on Cruise day and all of the many other days involved in the extended event..

The 2008 Woodward Dream Cruise was a major success by most any measure. Crowds on the Saturday of the Cruise were consistent with our best years ever at about 1.3 million happy spectators. My own guess is that the spectators enjoying the "cruising" custom vehicles for the week of the Dream Cruise were at an all time high: in the 2 million range. The number of custom cruisers was consistent with previous year highs as well. This is all the more remarkable given the overall economic situation in Michigan and high gas prices. While the attendance at most other events were down this year, the Cruise maintained its terrific popular appeal. Most importantly, we had a very safe Cruise with no reported injuries!

There was an overall feeling among many observers that the Woodward Dream Cruise is the single most positive event in southeast Michigan. We plan to continually improve the Cruise to make it even better. Thank you, once again, for your wonderful support in keeping it safe. Please excuse my taking so long to send this much deserved thanks.

Warm regards,

A handwritten signature in black ink, appearing to read "Dale", written in a cursive style.

Dale Dawkins
President and CEO

cc: Cory Manager
D/C Manager
Capt. Matt
Lt. Lucas
Sgt. Daniel
BB