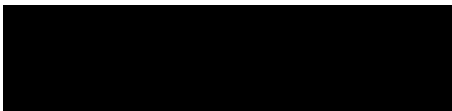




March 1, 2011



Dear Mr. Gill:

I am writing to congratulate you on reaching your 50th year of membership with the British Columbia Automobile Association, and to express our sincerest appreciation for your longstanding support of our Association.

In recognition of this milestone, I am delighted to inform you that you will be named an honorary lifetime member of BCAA. Enclosed you will find a BCAA Honorary Membership Certificate and 50-year member vehicle decal, both of which I hope you will display with pride.

BCAA has a long and proud history of providing valuable services to members and other customers. Our earliest roots can be traced to the beginning of the 20th century when pioneering auto enthusiasts banded together to help fix each other's vehicles, to promote the development of better and safer roads, and lobby for fair motoring laws. I think you will agree that a lot has changed since those early days, and so has BCAA. When you joined in 1960, I expect it was for the peace of mind and security offered by our emergency roadside service. Over the years, BCAA has built on its reputation and expanded its "peace of mind" offerings to the travel and insurance fields. We have also continued with our long-held traditions of promoting road safety and representing members' opinions and concerns to government.

Through the support of members like you, BCAA has grown into an association of over 790,000 members. But in spite of our size, we have never lost sight of the fact that it is you, our valued member, that we are in business to serve. BCAA today offers a range of products and services, and we are constantly updating or expanding our offerings in an effort to serve you better.

As an honorary member, you are entitled to a free basic membership, and you will receive a statement each year showing a basic membership at no charge. Should you choose to upgrade to a CAA Plus, Plus RV, Value Bundle or Premier level of membership, your statement will show only the balance owing for the upgrade and any travel accident insurance purchased. Any CAA dollars you have accumulated may be applied to fees owing for membership upgrades or travel accident insurance. You will receive a new membership card each time it expires.

It has been a privilege to have been able to serve you for the past 50 years, and we look forward to being at your service for many years to come.

Sincerely,

Tim Condon
President & CEO

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