

July 12, 2021

Barbara Cape – President SEIU West
200 – 747 46th Street West
Saskatoon, SK S7L 6A1

Thank you for your letter of July 9, 2021, concerning SEIU-West's proposed billboard campaign.

I want to assure you that Directwest is committed to providing quality marketing services to clients across Saskatchewan that promote positive, non-divisive, and non-discriminatory content that informs and engages a variety of different audiences in our communities.

Directwest's content guidelines pertain to all customers, no matter what industry, clients, or businesses they may represent. In this regard, I regret and wish to offer my apologies if you were given the wrong impression when recently submitting advertisements for our digital billboard's product. All proposed campaigns are treated in the same way and are reviewed by our marketing team.

Please be assured that Directwest appreciates your business, and we would welcome the opportunity to work with SEIU-West for any future campaigns that meet our content standards.

Once again, thank you for writing and for your understanding in this matter.

Sincerely,



Keith Jeannot
President & Chief Executive Officer, Directwest

cc: Doug Burnett, President & Chief Executive Officer, SaskTel