



April 14, 2010

Mr. Kurt M. Dettmer  
Vice President of Marketing  
Fremont Insurance  
933 East Main St.  
Fremont, Michigan 49412

Dear Kurt:

I am writing to thank you for everything you and Fremont Insurance are doing to help promote Pure Michigan, Michigan's tourism brand. It is no exaggeration to say that your company has embraced Pure Michigan in a way that far exceeds what other companies are doing. From the excellent use of the Pure Michigan logo on your billboards to the sponsorships you are providing to a number of Michigan tourism-related events, Fremont Insurance is doing much to advance the Pure Michigan brand.

On behalf of the Michigan tourism industry, thank you for everything you are doing to move Pure Michigan forward. We believe we are in the process of creating one of the strongest state tourism brands in America, and you are helping us achieve this vision. I look forward to finding more ways to work together for Pure Michigan!

Sincerely,

George Zimmermann  
Vice President  
Travel Michigan  
Michigan Economic Development Corporation