



May 20, 2008

Dear Newspaper Publisher and Distributor:

The Paradies Shops is pleased to announce that we will be devoting more time and resources to our newspaper category. The goal of these efforts is to maximize sales and unify procedures. To reach this goal, we have selected iControl Systems to be the exclusive newspaper category assistant and billing administrator to our stores, effective July 6, 2008.

iControl will be the sole party responsible for all operational communications, new store set-ups, and all payments. Your questions should be directed to Dan Greenwald at iControl. He can be reached at (301) 816-4490 extension 106 or at dan.greenwald@iconcontrolusa.com. Feel free to contact Dan with any questions or concerns. Please ensure that your newspaper is registered with iControl by June 16, 2008 to avoid any disruptions in service or payment.

Our program with iControl is not a pay-on-scan program. However, we anticipate this program will allow us to scan papers more consistently, and with iControl's help monitor factors such as draws, efficiency, margins, fees, and billing variances.

We are excited to be moving forward with iControl, and anticipate and appreciate your full cooperation.

Best Regards,

Nicole Meyer
Divisional Merchandise Manager
Convenience and Publications