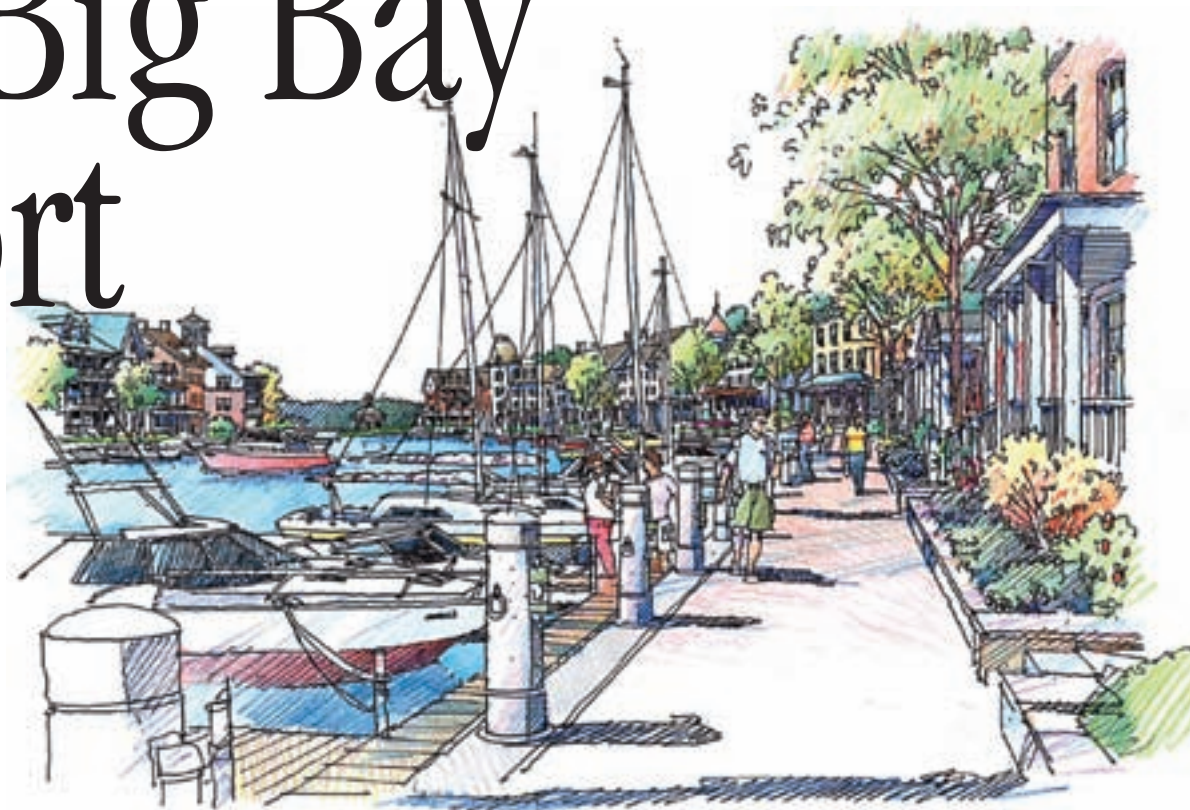


The Environmental Truth About the Big Bay Point Resort



Dear Fellow Friends of Lake Simcoe:

Like many of you, I have had the privilege of enjoying the beauty of Lake Simcoe for many years, and also like you, I am very concerned about its future.

That's why I have spared no effort or expense over the past five years of consultation and planning to ensure that my company's Big Bay Point Resort will be a *true* friend of the lake.

During those five years, repeated and extensive environmental studies, backed by scientific fieldwork, (which was reviewed over years, not days), proved beyond a shadow of a doubt that the resort, including the golf course and the marina, constructed to high environmental standards, will help improve the existing water quality of Lake Simcoe.

That's why the resort, one-third of which is being set aside as an environmentally protected area, is being supported by the largest ratepayer groups in Innisfil, by the Town of Innisfil, the County of Simcoe, and by noted environmental group, "Living Green", based in Barrie.

The resort has been designed so that it will improve the water quality of Lake Simcoe by reducing the amount of phosphorous entering the lake. This is a fact, based on science undertaken by eminent scientists.

In addition, Geranium will foot the cost of extending sewer service from the Alcona Waste Water Treatment Plant to the resort. That extension will give 1600 existing homeowners now on septic systems, and a private golf course whose owners are opposed to the resort, the opportunity to make the environmentally responsible choice to get off septic systems and onto sewers.

I hope they make that Lake-friendly decision because Ontario's Ministry of the Environment estimates that septic systems add more than 3.87 tonnes of phosphorous to the lake annually.

As a long-time resident in the Big Bay Point area myself, I am one of the real "Friends of Lake Simcoe", and any project I am involved with will always aim to leave the Lake in better condition than I found it.

Yours sincerely,
EARL RUMM
President
 GERANIUM CORPORATION