

THE SENATE
STATE OF NEW YORK



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To Whom It May Concern:

Brydan Corporation is raising the "marketing communication bar" of New York state tourism through the creation of a dynamic, interactive DVD. The DVD is being built from the ground up with one simple, but powerful message, "New York Welcomes You". This message along with the high quality video showcase is sure to add a boost to our statewide tourism promotion efforts. The "New York Welcomes You" team is set to distribute 250,000 DVD's to qualified locations beginning in spring 2005. The blend of video footage with interactive reference points will allow potential travelers to learn about everything from the obvious attractions, to the more hidden gems.

But the success of the endeavor is not as dependent on the formidable technology capabilities of the "New York Welcomes You" team or the easy-to-navigate design elements as it might initially appear. The project's success is directly linked to the ability of businesses and organizations to embrace this technology and build partnerships to show a significant critical mass of available activities, accommodations and attractions that will prove to be enticing for these prospective visitors. As you are planning your future marketing direction, you should consider this DVD project as a viable communication tool.

The "New York Welcomes You" team is committed to designing this promotional program to deliver a high quality communications experience. Their success depends on the level of involvement as an industry. The "New York Welcomes You" team's success depends on their ability to distribute, educate and entertain throngs of potential travelers to the Empire State.

Sincerely yours,

JAMES L. SEWARD
State Senator

JLS/mdd

