

NOTICE TO PURCHASERS

Route1 Inc.
(the "Issuer")

Offering of 41,666,666 units (the "Units") of the Issuer
by way of private placement on March 9, 2006 (the "Offering")

TO: The Purchasers of Units (each, a "Purchaser")
FROM: The Issuer
RE: Authorization of Indirect Collection of Personal Information in Ontario

In connection with the Offering the rules and policies of the securities regulator in Ontario (the "Regulator") require certain information be delivered to them about Purchasers. Under these requirements, and as authorized by you pursuant to Section 6.2(c) of the subscription agreement for Units between you and the Issuer, the Issuer intends to deliver personal information to the Regulator consisting of your name, your residential address, telephone number and number of Units purchased in the Offering (collectively, the "Personal Information"). Because the Issuer is disclosing the Personal Information, the Regulator requires that the Issuer deliver this notice to Purchasers (the "Notice").

The Issuer hereby notifies you of the Issuer's delivery of the Personal Information to the Regulator, that the Personal Information is being collected indirectly by the Regulator under the authority granted to them in Ontario securities legislation and that the Personal Information is being collected for the purpose of administration and enforcement of Ontario securities legislation. The title, business address and business telephone number of the individual who can answer questions about the Regulator's indirect collection of the information is:

Ontario Securities Commission
Suite 1903, Box 55
20 Queen Street West
Toronto, Ontario M5H 3S8

Telephone: (416) 593-8314
Facsimile: (416) 593-8252

Public official contact regarding indirect collection of information:

Administrative Assistant to the Director of Corporate Finance

Telephone: (416) 593-8086

If you have any questions about this Notice, please contact Melissa Ewert at
Torys LLP at 416.865.7632.