

Frank Keefe  
CEO, the Boston Museum  
55 Court Street (basement level)  
Boston, MA 02108



November 26, 2007

Dear Mr. Keefe,

Zipcar offers this letter of support for the Boston Museum, coming in 2012 to the Rose Kennedy Greenway in downtown Boston.

Zipcar recognizes that the Boston Museum will fill a void by providing orientation services for those who wish to explore the history, arts and cultural attractions that make Massachusetts such a rich place to live, work and visit. Currently, it is challenging for both tourists and locals to get from downtown Boston to historic sites in Concord or Plymouth, museums in Salem or Worcester, or even a renowned institution such as the JFK Library in Dorchester. While Zipcar is not directly involved in promoting tourism, we recognize that many industries, including ours, stand to reap the benefits of an increased investment in our tourism economy.

We look forward to working with the Boston Museum to create marketing and promotional opportunities that may involve use of Zipcar's extensive fleet of cars in a bid to increase travel between Massachusetts cities. Some initial ideas on the table include a Zipcar presence in the museum's orientation center, access to hand-held GPS systems for Zipcar members booking cars at the Boston Museum, promotions involving use of the Zipcar online reservation system for members visiting Boston from other cities, and a library of audio books on Massachusetts history, produced by the Boston Museum and offered exclusively to Zipcar members.

Our best wishes to the development team of the Boston Museum for continued growth in the years ahead.

Sincerely,

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