INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

Date: AUG 1 62012

MILWAUKEE PRIDE PARADE INC C/O JIM MELOTTE PO BOX 0091 MILWAUKEE, WI 53201-0091

Employer Identification Number: 20-3071543 DLN: 302228066 Contact Person: MS. A. MORRIS ID# 52452 Contact Telephone Number: (877) 829-5500 Accounting Period Ending: June 30 Form 990 Required: Yes Effective Date of Exemption: November 15, 2011 Contribution Deductibility: Addendum Applies: Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for taxexempt status we have determined that you are exempt from Federal income tax under section 501(c)(04) of the Internal Revenue Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Please see enclosed Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), for some helpful information about your responsibilities as an exempt organization.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

Holly O. Paz

Director, Exempt Organizations

Rulings and Agreements

Enclosure: Publication 4221-NC

MILWAUKEE PRIDE PARADE INC

"Based on the information submitted with your application, you meet the requirements for retroactive reinstatement under Notice 2011-43"