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March 12, 2003

Re: Unauthorized PUMA Image

Dear Sir or Madam:

It has come to PUMA's attention that an unauthorized, sexually suggestive and defamatory image portraying the PUMA brand is currently being depicted on the Internet web site <http://www.memefirst.com>, a site which I understand is owned and controlled by your company.

Please be advised that such offensive image was created without our knowledge or consent and is extremely damaging to the PUMA brand. Your intentional publication of the image will likely injure PUMA's reputation/ good name and excite adverse and derogatory opinions against PUMA. The image is obviously defamatory in nature and PUMA will not tolerate its continued use.

Further, your use of the offensive image infringes upon the trademark rights of PUMA in that it unlawfully depicts PUMA's registered trademarks, which are protected under various unfair competition and trademark laws and have been used by PUMA for many years.

Based on the foregoing, PUMA demands that you IMMEDIATELY cease and desist from all further display, use and publication of the offensive PUMA image. If you fail to comply with these demands, please be assured that PUMA will vigorously protect its rights and will take all action necessary, including but not limited to, bringing a claim for damages and/ or injunctive relief. Nothing in this letter shall be construed as limiting, in any way, PUMA's legal/ equitable rights.

Your prompt attention to this matter is appreciated.

Sincerely,

Peter P. Mastrostefano