

DON Promotional MARKETING Games & Contests

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One Page Fax To:
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Dear David

Thank you for your letter dated 2 December 1993, the content of which I have read with interest.

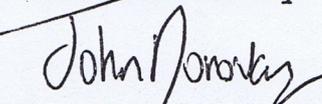
Prior to the current dispute, I had hoped Shell would have wanted us to be involved in any new version of a previous game simply because all were 100% secure and achieved their marketing objectives. Indeed, the series of promotions in 1984/5 were the most successful ever conducted by any petrol company in the UK market.

My comments regarding the Make Money game (for which Don Marketing won an ISP award) and proprietary rights to certain promotional game properties, including those we licensed to Shell on a temporary basis, were made in reply to Andrew Lazenby's unprovoked assertion that Shell could run these promotions without any involvement by Don Marketing. The only further comments in respect of Make Money is that the 1984 version was probably the first legal matching halves game in the UK and we were the first to introduce the concept into several other Shell markets.

I provided the copy letter and some further background information, just to illustrate how inappropriate it was for Andrew Lazenby to be so dismissive, without apparently having the slightest knowledge of the background circumstances.

However, unless Shell is actively considering running one of the relevant promotions, it seems to me that further discussion is unwarranted at this moment. Discussions relevant to a particular concept could be undertaken at the appropriate time, should it ever become necessary.

Yours sincerely



John Donovan
Managing Director

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MARKETING

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