



December 21, 2005

Jesse Wann
Wieden + Kennedy / NY
150 Varick Street, 7th floor
New York, NY 10013

RE: ESPN "Believe" :30 publicity

Dear Jesse,

Thanks for choosing Laika House for your project. We're proud of the work we do and we'd like the opportunity to let people know it through our publicity efforts. Of course, we need to know that you are comfortable with this and therefore we ask permission to use materials connected with this project.

Some of the ways we may use any or all of the materials, in whole or in part, including video, artwork, still photos, audio, production stills include but are not limited to the following:

- 1) Company demo reels;
- 2) Company web site;
- 3) Post cards and other printed materials;
- 4) Press releases;
- 5) Promotional materials;
- 6) E-mailings;
- 7) Print ads;
- 8) Festival submissions and special venue programs including trade show or seminars;
- 9) Inclusion in news or broadcast programming featuring the Studio or any of its employees or directors.

Our policy is to never publicly disseminate information about a project until it has aired and we have permission to do so. If you wish for us to work with your PR firm, please let us know. If there are any specific uses you wish to preclude, let us know that as well.

If you agree to the uses stated above, please sign the area below and fax to (503) 226-3746 or mail it back. Thanks very much for your cooperation.

Sincerely,

Paul Diener
Senior Producer

Signed 

Client Name JESSE WANN

Title Senior Producer

Agency Name Wieden + Kennedy