

August 21, 2008

VIA E-MAIL: timr@dmagazine.com

Mr. Tim Rogers
Managing Editor
D Magazine
4311 Oak Lawn, First Floor
Dallas, Texas 75219

Re: Image of Jessica Simpson on FrontBurner Blog

Dear Tim:

My firm represents Stampede Brewing Co., Inc. Lawrence Schwartz, Stampede's CEO, wanted me to pass along how much he appreciates your kind words on the post you did two days ago on FrontBurner regarding the launch of Stampede's new campaign featuring Jessica Simpson. The campaign is off to a wonderful start, and both Stampede and Ms. Simpson have received an enormous amount of positive media attention.

Of course, that is not the purpose of this letter. Regrettably, there is a slight problem regarding the picture you're using with the post. I do not know how you came into possession of the image, and it's not important. What is important is that Stampede does not have authorization to display or reproduce the image; and accordingly, neither does D Magazine. Therefore, I must request with the utmost urgency that you immediately take down the image. If you doubt the importance of your speedy cooperation, I would be happy to have a quick chat with Mike Boone on the issue.

So be a dear, and please take it down with all due haste. If D does not have a stock image of Ms. Simpson, Stampede would be happy to provide you with one for which all necessary consents, approvals, authorizations, waivers, etc. have been obtained.

Please feel free to call me if you have any questions. I thank you in advance for your prompt attention to this request. I'll buy the first round at Al's for your trouble.

Sincerely,



Ray A. Balestri

Cc: Lawrence Schwartz