

RUSTY LUCAS
P.O. Box 422
SANDUSKY, OHIO 44871

April 8, 2005

Wake Forest Awards & Engraving
2012 South Main Street
Wake Forest, NC 27587

Dear trophy makers:

I would like to purchase a trophy with my rough likeness standing on a platform with arms raised in triumph clutching a trophy of my rough likeness standing on a platform with arms raised in triumph, clutching a trophy... well, you get the idea.

I intend to start my own international competitive games to take place every four years at the same time as the Summer Olympic games. They will be called the Rusty games and they will soon become world renown. I think that the recent trends in the International Olympic Committee's bribery and nepotism with regard to the host cities is absolutely disgraceful. The Rusty games will offer a competitive alternative to the Olympics and will return us to a state of pure unadulterated athletic achievement.

We will compete in sporting events similar to the Olympic events, but will also work to create our own unique tests of athleticism and strength. I am not at liberty to discuss those events with you at this time as we have no confidentiality agreements in place, but I assure you that they will be both challenging to perform and exciting to watch. We will mandate rigid and absolute drug testing of all participants (even the spectators). Absolutely nobody will be exempt from this highest standard of integrity. Just like the athletes, if a spectator tests positive for a foreign substance, they will be tossed out of the venue and blacklisted from admission into any other arenas hosting the Rusty Games.

Eventually we hope to lure the best of true amateur athletic talent throughout the world to shun the Olympics and participate exclusively in the Rusty Games. The Olympics can continue down the path of illegal performance enhancing drugs, under the table kickbacks, bribery and nepotism, and paid professional athletes. The Rusty Games will be a fresh and pure alternative and will instill the pride, dignity, and patriotism that we all used to feel for our Olympic athletes when they didn't have so many cheaters among them. We will Broaden Amateur Sports Forever (this will be our slogan) and eliminate the prostitution of amateur athletics.

If you agree to design and produce my first prototype trophy and I am satisfied with the results, I will sign a contract to make you the exclusive producer of the RUSTY trophy for the next 4 years! We could even negotiate some sort of agreement where you are permitted to advertise Wake Forest Awards & Engraving as the exclusive home of the RUSTY trophy and display that

fact in your store window and your yellow pages ad. "You can't get a RUSTY trophy any place else!" What an excellent deal that is for you!

There will be no Gold - Silver - Bronze prize designations in the Rusty Games. Second place is nothing more than the first loser and third place is downright embarrassing. So only the outright winner of each event will receive a RUSTY trophy. So there is no need for you to make actual gold, silver, or bronze RUSTY's. Would it be possible to make the RUSTY trophies with a rust colored finish?

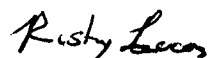
I would not want the RUSTY to actually be rusty because I want to make sure that the physical prize to commemorate the athletes' ultimate glory is well preserved for all eternity and not something that will oxidize and break down over time. But at the same time, in honor of me and my namesake, I want the RUSTY to appear to be rusty. It will serve to further advance the everyman quality of the Rusty Games. The average Joe has a rusty spot on his car, or a rusty iron railing on his back porch, etc. We want the average person to identify with all aspects of the Rusty Games, including the RUSTY trophies.

I will leave the design and method for achieving the rusted look up to you as you are the experts, but please keep me informed of any ideas or thoughts that you might have in this regard. I would like to have the final say if more than one method of achieving this look is proposed.

I can stop in at your convenience to model for your sculptor, as the RUSTY trophy must bear my exact likeness. I am generally free on Tuesday afternoons and Thursdays at 4:30 a.m. until 5:25 a.m. Please let me know when would be best for me to stop in and whether I must first make an advance appointment.

The Rusty Games will premier on my birthday in the summer of 2008, so we have about three years to get the RUSTY trophy perfected (my birthday is this month), but I would like to get started right away on the various prototypes for final selection. So please write back to me as soon as possible so that we may begin further dialog.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

p.s. The Rusty Games do not yet have a symbol like the five inter-locking Olympic rings. Do you have any creative types on your staff trained in graphic arts? If so, please have them work up a few possible designs to send to me for review. Also send me a free baseball cap with your store name on the front. I want to pin the logos onto the cap and see how they look when displayed on a hat. Once I select one out that looks right, we can mass produce the baseball caps for marketing, but I will still have my own personal cap from the store that transformed the RUSTY trophy from a simple vision in my own imagination into a physical reality.