

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

July 21, 2006

Weight Watchers
175 Crossways Park West
Woodbury, NY 11797
ATTN: Name Marketing Dept.

Dear Weight Watchers:

I have been reading a lot of news stories lately about the state of our country and the number of Americans who are overweight. The levels of obesity are alarming and the burden this places on the health care industry is frightening. I think it is about time to change your company name, or at least split off a separate division for the more extreme weight problems and call it Obesity Observers. See, a moderately overweight person can be said to be watching his weight and; therefore, be a "weight-watcher." You can say the same thing about an average sized person, well within the societal and healthy weight norms, who just wants to maintain that weight level.

But there are some folks out there who are morbidly obese and really need serious help. Giving them the impression that they are just "watching their weight," by your company's current moniker, is almost a sense of enabling don't you think? Instead of "watching their weight," some people may need to make a serious lifestyle change. Now I know that what I am saying may sound callous, and I hope it is not taken as an intentionally insensitive remark. I understand that different people have different metabolism rates and different genetic predispositions. I don't have the perfect body either and I don't mean to imply anything derogatory about the overweight population.

That aside, I have a friend who is in quite a predicament and I was hoping you might be able to help him. Elrod is 6'2" and weighs 835 pounds. On average, he eats about six full meals a day with in between snacks. He does not exercise and some days does not get out of bed. This is the kind of person I am talking about.

I am very afraid for Elrod and his health. He gets picked on something fierce, but he still refuses to admit that he has a problem. Elrod's entire family is obese, but they all take the approach that the rest of the "thin" world is unhealthy. Elrod simply eats whenever he is hungry (which virtually means non-stop) and has no qualms about eating a two dozen hot dogs with a 12 pack of cola and a two full pound bags of potato chips for a light lunch. I have seen him do this on many occasions.

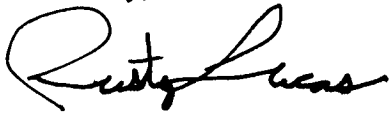
Elrod is an extreme case for Weight Watchers, I know. He will not buy into the program on his own because he says he doesn't believe he is obese. He says that he is normal and everyone else is unhealthily skinny. I don't even know if your normal program would be effective for him, which is why I suggested the Obesity Observers idea above. I was thinking that maybe you could do an intervention, like on that reality program on the A&E network. Elrod might even become for Obesity Observers what Jared is now for Subway®.

I personally think that Elrod knows deep down that he is living an unhealthy lifestyle, but just refuses to admit it to everyone else. He has such a negative outlook on life in general. He doesn't outwardly attribute that to his weight, but he is hurting inside. I think he ignores his weight problem simply because he is afraid that he will fail to lose weight on any diet plans.

I have personally tried to counsel him using the BASF approach in the past. That, of course, is the idea that a Better Attitude Sheds Fat. But Elrod claims that shedding fat will turn him into one of those anorexic folks ready to blow away in the wind. He says he is happy as he is and that I am just one of the masses, brainwashed by the Hollywood image of health and beauty.

Is there any way that you can arrange for an intervention for my friend, Elrod? He needs to be handled with stern compassion. Elrod must face the truth and it will take some tough love to get him there. I think the only hope for Elrod is public humiliation on a national cable TV program like *Intervention*. Please help Elrod!

Sincerely,

A handwritten signature in black ink that reads "Rusty Lucas". The signature is written in a cursive style with a large, sweeping initial "R".

Rusty Lucas

p.s. I would like to get Elrod a Weight Watchers/Obesity Observers baseball cap as a surprise gift. It could serve as his source of motivation once he admits that he has a weight problem. Could you send me a cap (secretly, without letting Elrod know it is coming) for free? I think it could benefit everyone involved.