

UNITED STATES OLYMPIC COMMITTEE
OFFICE OF THE EXECUTIVE DIRECTOR

April 2, 2008

Mr. Randy Falco
Chairman and Chief Executive Officer
AOL LLC
75 Rockefeller Plaza
New York, New York 10019

Dear Mr. Falco:

As you know from your extensive previous experience with the Olympic Games, the United States Olympic Committee seeks out corporate partnerships consistent with the Olympic Movement for the purpose of training our athletes. Long standing relationships with United States corporate icons such as Coca Cola, VISA and NBC allow our olympians to having the best training and support necessary to perform at the highest levels of competition. It is in this spirit that I would like to propose a partnership between the United States Olympic Committee and AOL for the upcoming Olympic games in Beijing, China.

The USOC is prepared to work with your team to create a strategy that will be mutually beneficial. The most obvious benefits of a corporate sponsorship include the use of the Olympic trademarks and logos as well as a abundance of exclusive content. Just imagine the traffic generated by patriots nationwide streaming to olympics.aol.com to get their updates on the Beijing games.

My corporate strategy team has engaged in initial exploratory research across the AOL properties, and has identified a number of opportunities where shared advertising revenue would serve both our needs.

Examples include:

- **Olympic coverage content area.** Content area shall include exclusive coverage and stories.
- **Live8-like Event Video Streaming.** Utilize successes of AOL's Live8 event coverage and production.
- **Create US Olympic affinity domain.** AOL email offers email accounts with partnership themed domain names. A possible suggestion could be: @usolympicgold.com.
- **Athlete blog creation and hosting.** Blogs by US Olympic athletes providing insight into the Olympic experience.

I look forward to hearing from you and working with you again. I will be in New York next week and would love to sit down for lunch. My executive assistant will be in contact with your office to arrange the details. Please do not hesitate to contact me directly with any initial thoughts or ideas.

Sincerely,

Dr. Harvey Schiller
Executive Director
United States Olympic Committee

