

From: "Mortimer Singer" [REDACTED] Date: Wed, 6 Jan 2010 21:18:05 -0500 To: [REDACTED]; [REDACTED]; Marvin Traub [REDACTED] <[REDACTED]>
[REDACTED] Subject: Fergie Inc.

CC: SF, AG, MT and KH
Adel,

Please call me when you have 5 minutes free. I just got off the phone with Bob D'Loren the licensing expert that I brought in to help Sarah with her deal. He has a good idea.

You will remember that he has brought the Chef's Diet to the table. He has pressed them over the last 2 weeks on submitting a term sheet to Sarah.

We will get it soon.

His idea is the following. Sarah and the Chef Diet company are the answer to each others problems. When they lost the Zone diet contract, their sales have steadily declined to \$16mm and advertising was the first budget to be slashed which will create a self perpetuating downward spiral.