

THE INTERNATIONAL ACADEMY
OF TELEVISION ARTS & SCIENCES



October 15, 2004

Sir Richard Branson
CEO
Virgin Atlantic

Dear Richard:

The International Academy of Television Arts & Sciences would be very honored to partner with Virgin Atlantic Airlines for the activities of the Academy for 2005 including the 33rd International Emmy Awards. Our two internationally known and respected media brands are a natural fit.

The Academy is the largest organization of global broadcasters, with members from 62 countries and over 300 companies. Our Board is comprised of the top international broadcast executives in the world. Please visit our website at www.iemmys.tv to view the current list of members.

We would like to discuss providing Virgin Atlantic with maximum exposure during the year at our Academy events that are attended by major figures in the media business. This arrangement could be in the form of an exchange of airline tickets for co-branding exposure.

Please review the information and feel free to contact us with any questions. We look forward to the possibility of partnering with Virgin Atlantic!

Best regards,

Georges Leclere
Executive Director

Cc: MJ Sorenson, Director of Marketing & Communications
Ahmet Oren, CEO Ihlas Media Holding and IATAS board member

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