



Television Bureau of Advertising

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Christopher J. Rohrs ■ President

February 4, 2004

Mr. Robert Liodice
Mr. O. Burtch Drake
AAAA
405 Lexington Avenue
New York, NY 10174

Dear Bob and Burtch:

TVB is committed to making broadcast television the first choice for advertisers seeking local market advertising opportunities. We believe that television, especially local broadcast television, is an advertiser's most effective media choice. In concert with TVB's efforts to promote local broadcast television to advertisers and agencies, we are also committed to making the process of selling and buying Spot television easier.

The ANA and AAAA's Ad-ID initiative fits squarely with TVB's EDI efforts to enable the end-to-end electronic process of selling and buying local broadcast television. Specifically, moving commercial identification from the old ISCI to new digital Ad-ID system is consistent with our efforts to increase electronic invoicing and create "paperless" audit trails.

We will continue to encourage our members to learn more about the advantages of Ad-ID and will continue to encourage vendors providing traffic and automation systems to our member stations to adapt their technology for Ad-ID. TVB endorses the concept and we will be as supportive as possible while you go about the execution.

With industry-wide acceptance of AD-ID, buyers and sellers will be able to make more informed business decisions and prepare for television's future.

Sincerely,

A handwritten signature in black ink that reads "Chris Rohrs". The signature is written in a cursive, slightly slanted style.

Christopher J. Rohrs
President