



CABLETELEVISION ADVERTISING BUREAU, INC. 830 THIRD AVENUE, NEW YORK, NY 10022, [212] 508-1223, FAX [212] 644-1669

SEAN B. CUNNINGHAM
PRESIDENT & CEO

Robert Liodice
President & CEO
ANA
155 East 44th Street
New York, NY. 10017

Mr. O. Burtch Drake
President
AAAA
405 Lexington Ave.
18th Floor
New York, NY. 10174

January 27, 2004

RE: Ad-ID Initiative

Dear Bob and Burtch:

This letter serves as an acknowledgement of the CAB's support of the Ad-ID Initiative. We at CAB believe that this facility is essential to keeping order within the TV Advertising marketplace. It is also an important component in the XML-for-Media effort, and you have our full endorsement on both fronts.

We intend to encourage our members to use the Ad-ID system to code their own in-house commercials and, where appropriate, commercials they produce for broadcast advertising. We will also ask them to encourage national advertisers, via their agencies, to provide Ad-ID codes for their commercials.

Thank you for overseeing this significant undertaking, and be sure to advise me if any help I can provide.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sean Cunningham'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

SC:kh