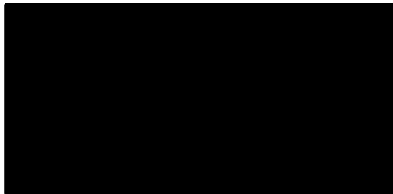


April 28, 2008

BY FEDEX & EMAIL



strikeshype.com

Dear 

We are counsel to NFL Properties LLC (“NFL Properties”), which represents the National Football League (the “NFL”) and its member clubs (the “Member Clubs”). NFL Properties is responsible for the licensing and protection of NFL and Member Club names, logos, symbols and other identifying marks (collectively, the “NFL Marks”).

NFL Properties recently has learned of, and objects to, your extensive and unauthorized use of NFL and Member Club trademarks on your website located at www.strikeshype.com (the “Website”). Although the NFL encourages noncommercial fan sites, your Website is commercially supported (there are several advertisements and numerous links to third-party websites), and the use of NFL and Member Club trademarks must cease at once.

Specifically, we have identified that you have made unauthorized use of: (1) the specially-designed, official NFL Draft logo; (2) the Cincinnati Bengals’ (the “Bengals”) logo and orange and black color scheme; (3) various Member Club logos; (4) the Bengals’ helmet and uniform designs; and (5) the Bengals’ WELCOME TO THE JUNGLE trademark.

Your unauthorized use of the above-identified marks is causing serious and irreparable harm to the Bengals, the NFL and the other Member Clubs because consumers are likely mistakenly to believe that your Website is authorized, sponsored, endorsed or licensed by the Bengals, the NFL and/or the other Member Clubs. These activities are, therefore, unlawful pursuant to Sections 32 and 43(a) of the Lanham Act,

15 U.S.C. §§ 1114, 1125(a). They also dilute the NFL Marks in violation of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

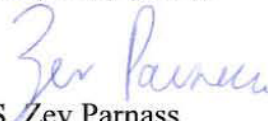
In addition, your conduct constitutes unfair competition, deceptive acts and practices and misappropriation of the valuable goodwill, reputation and business property of the Bengals, the NFL and the other Member Clubs.

Accordingly, we demand that you immediately take the following steps:

1. Cease any and all use of any NFL and Member Club logos on the Website and on any webpages owned or operated by you.
2. Cease any and all use of the Bengals' color scheme, uniform designs and helmet designs on the Website and on any webpages owned or operated by you.
3. Cease any and all use of any NFL and Member Club trademarks, including the Bengals' WELCOME TO THE JUNGLE trademark, on the Website and on any webpages owned or operated by you.

Should you refuse to cooperate, NFL Properties reserves the right to take appropriate steps to enforce and protect the Bengals', the NFL's and the other Member Clubs' trademark rights. If you are prepared to cooperate with NFL Properties, please respond in writing no later than May 5, 2008. You also may contact me directly at (212) 909-6613.

Very truly yours,


S. Zev Parnass