**Bay Area Public Relation Firm**

1905 Cross St.

Harrisonburg, VA 22807

December 8, 2010

Bill Lumbergh

904 Packard Suite 101

Ann Arbor, MI 48126

Dear Mr. Lumbergh,

I recently received your request for the Bay Area Public Relations Firm to publicize another Initech event. Prior to proceeding with this event, I would like to address concerns I have with how the contestants were recognized in our previous contest. Furthermore, I would like to discuss the potential dangers that the contest decision making process could have had on the reputations of both of our companies.

Following the recent talent show contest, the Bay Area Public Relations Firm was placed in an uncomfortable position when the winner was announced. Although the contest rules assigned us the legal right to declare the winner, it was obvious that the judges clearly selected the actor as the finalist. Although we honored your recommendation in the selection of the two winners, we felt that both contest finalists were not treated equitably. While both winners were awarded cruise packages, the actor was not provided with a national press conference, thus he was denied comparable public recognition.

In addition to my concerns regarding unequal recognition, I believe that a leak in the decision making process could have ultimately been detrimental to both of our companies. If the media had discovered that the selection of the contest winner was influenced by personal business interests, the reputations of Initech and Bay Area Public Relations could have been destroyed. The media and general public are valued constituents of our firm, and it is imperative that we retain their trust.

It is for this reason that I must request that if our firm continues to represent Initech, we ask you to abide by the Bay Area Public Relation Firm’s equal and honest standards, and we ask Initech to refrain from influencing us from doing otherwise. Please contact me at your earliest convenience regarding any questions you may have. If you would like for our firm to publicize your next event, and you are willing to address these issues, please contact me by December 18, 2010. Since our office will be closed over the holidays, I would like to discuss a brief overview of the next event by December 18. I trust you will understand the concerns of our firm, and I look forward to working with Initech’s next project.

Sincerely,

Evan Lyons