



**Liquid**  
— OUTDOOR —

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May 5, 2011

Mr. Spencer Cohen  
VP Associate Director  
Posterscope USA  
2 Park Ave  
New York, NY 10016

Dear Spencer:

First, let me apologize for the oversight of installing Jose Cuervo on our Madison Street location. Although we performed a survey of the property prior to accepting your contract, we were unaware of the Seattle Academy, which is approximately 120' away and in violation of the DISCUS guidelines. Liquid and its employees were very aware of the Diageo marketing code that media vendors need to follow.

Liquid Outdoor, which is the parent company of Black Dog Media, prides itself on being responsible corporate partners with both our clients and within our communities. Diageo should know that this is the first time we've ever had such an issue, however, we are reviewing our surveying methodology to ensure this never happens again.

Regards,

Paul W. Ducharme  
Partner