

WBGN-TV
975 Greentree Road
Pittsburgh, PA 15220

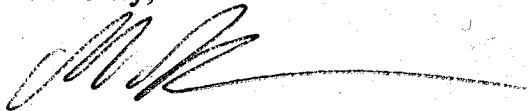
To Whom It May Concern:

Please allow me to introduce myself. My name is Ron Bruno and I am the owner of WBGN-TV in Pittsburgh, Pennsylvania. WBGN-TV reaches over one million households in Southwestern Pennsylvania. We have been running The It's Alive Show for over six months and in that time have received an overwhelming response from viewers. I have seen many, many positive letters and e-mails about this show. We have taken more calls about It's Alive than all the other locally produced shows we've aired over the last ten years *combined*.

It's Alive is bringing many new viewers to WBGN-TV. I believe this is because Mark Menold, the producer of the show, has put together a formula that attracts a wide demographic. The show is funny and because there is very little regional humor or references to current events, has all the makings to become a timeless classic.

Working with Mark Menold personally has been a pleasure. He is truly an asset to WBGN-TV and I look forward to working with him for many years to come.

Sincerely,



Ron Bruno