



February 11, 2010

Mr. Mark K. Emkes
Bridgestone Americas Inc.
535 Marriott Drive
Nashville, TN 37214

Re: Bridgestone's sponsorship of the Super Bowl

Dear Mr. Emkes,

I am in receipt of Ms. Karbowski's letter of January 27. I will respond to the letter paragraph by paragraph starting the second one. Please be advised that I am intimately familiar with the Townshend case since he was arrested in 2003; perhaps as familiar as he is.

Mr. Townshend did not 'admit' to anything; he pleaded guilty to an offense under British law, specifically 'inciting others to distribute child pornography.' He did so by paying for viewing violent images of children being raped by adults online with his credit card. Unlike other criminals caught viewing child porn who had their homes raided by police in the middle of the night, Townshend received 3 days notice and was arrested 'by appointment.' The computer that he used to view the images was no longer in his possession. (Sun, May 08, 2003: <http://www.thesun.co.uk/sol/homepage/news/78212/Fury-at-Townshend-let-off.html#ixzz0bTeCSeRy>)

As I made very clear you in the past, Townshend's excuse of 'research' is, let me quote Scotland Yard directly ... 'Bob McLachlan, former head of Scotland Yard's pedophile unit slammed the (Townshend's) caution as "totally inappropriate". He said: "Why is this rock star being given such lenient treatment when he

has accepted a caution and therefore admits his guilt? Townshend claims he only did it for research a common excuse used by pedophiles.” The FBI is also familiar with the ‘research’ excuse. Interestingly the book for which he was doing the alleged research was never published.

The letter notes also in the second paragraph that there ‘had been an offense of the Protection of Children Act.’ Indeed there was and that’s why Townshend was put on the UK’s *Violent and Sex Offender Registry* (ViSOR) for five years and had his DNA and finger prints recorded. A ‘caution’ in the UK is not a ‘warning;’ it is a response to a guilty plea that avoids a court hearing. It requires an admission of guilt by the perpetrator and evidence of guilt by the police. All of this is amply covered in our web site as I pointed out to you in previous correspondence.

Townshend’s charity work is indeed admirable as was Bernie Madoff’s. Charitable donations are no indicator of intent unfortunately. As a ‘champion of children’s charities,’ what was he doing cruising the internet looking at child porn, particularly when he mentions that previously he had come across images from Russia depicting a 2-year-old being sodomized? After seeing free images, one had to wonder why he felt the need to pay for more.

We have no dispute with the WHO, a legendary rock band. Indeed I grew up with the WHO as an important feature of music during the 1970s and 80’s. We did object to Townshend’s Kennedy Award for exactly the same reasons as we objected to his playing at the Super Bowl.

Fobbing the responsibility of hiring Townshend off to the NFL is a cop-out as you – Bridgestone - were the show’s main sponsor. Bridgestone and the NFL are equally responsible. You were personally apprised of Townshend’s past well in advance of the Super Bowl. It was covered in over 800 media articles (in print and on-line), 2,600 radio shows and all the major networks covered it. Even Sports Illustrated suggested to the NFL that the WHO be dropped. Who are you fooling?

The bottom line is that you, as a CEO, sponsored an event which broadcast a segment performed by a known sex offender despite adequate and repeated warnings. 106 million Americans saw that show including millions of abused children. Tens of millions of members of the audience knew of Townshend’s past and Bridgestone’s shameful involvement. How many of them will avoid your products as a result remains to be seen.

I received a request by email today to have our organization lead a boycott of your products in the U.S. We are not in the boycott business but this sentiment should be a warning that your actions of supporting a sex offender have caused a strong undercurrent of consumer anger waiting to be vented.

All of the verifiable facts of Townshend's criminal past are available on our website here as they have been for the past 10 weeks: http://www.abusewatch.net/CAN_Townshend_media_facts.php

Mr. Emkes you have brought shame and dishonor to Bridgestone, the company's shareholders and customers. You have done the unimaginable by supporting the hiring of a sex offender – a child sex offender - for the public entertainment of millions of American families. That will be your, Mr. Arakawa's, and Bridgestone's legacy, certainly in our book.

Sincerely yours,



Evin M. Daly

Founder, CEO

edaly@abusewatch.net

Child AbuseWatch

One Child International Inc.

www.1child.net

cc.

Mr. Shoshi Arakawa, Bridgestone Corp

Ms. Christine Karbowiak, Bridgestone Americas, Inc.

NFL

Media (selected)