



November 25, 2009

Roger Goodell,
Executive Vice President and Chief Operating Officer
National Football League
280 Park Ave.
New York, NY 10017

Objection to the use of Pete Townshend for Super Bowl XLIV Half-Time Performance - Open Letter

Dear Mr. Goodell,

I wrote to you and members of NFL management on November 16 asking that you drop Pete Townshend from the half-time line-up for the upcoming Super Bowl XLIV. I explained that Townshend has been listed as a Sex Offender on the British *Violent and Sex Offender Register* (ViSOR) from 2003 to 2008. He was listed as a sex offender for paying for and viewing child pornography online. If you need any background to Townshend's history please visit: http://www.abusewatch.net/CAN_NFL_Townshend.php

The Super Bowl half-time show is a national institution to which families across the nation look forward every year. Inviting Townshend to play is a blatant disregard for the values of these American families and a slap in the face to victims of child sexual abuse everywhere.

Since I have not heard back from you I have written to Florida Governor Charlie Crist in an effort to convince the NFL to rethink their decision to hire Townshend. In addition I have contacted Rep. Ileana Ros-Lehtinen and Miami Mayor Tomas Regalado. Today we published my original letter to you on our website (www.abusewatch.net) and a press release will be issued this coming Monday, November 30, to elicit the

support of family-values orientated organizations around the country. I am writing to your sponsors to advise them of our concern and why we think that not employing a sex offender for the Super Bowl half-time is important.

Plainly put, employing Pete Townshend is irresponsible and badly thought out. There are no second chances for child sex offenders no matter the person, celebrity status or circumstances. I am asking you again to drop Townshend and replace him with an artist without a record as a sex offender.

Sincerely yours,

EVIN M DALY

Evin M. Daly
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Child AbuseWatch
One Child International Inc.
www.1child.net

Delivered by email

Copies to: Phil Guarascio, Lead Executive-Marketing and Sales,
Jeff Pash, Executive Vice President, Chief Administrative Officer, Counsel
Steve Bornstein, Executive Vice President-Media and President and CEO of NFL Network
Joe Browne, Executive Vice President of Communications and Public Affairs

CBS: Leslie Moonves, President and Chief Executive Officer, CBS Corporation
Peter Dunn, President, CBS Television Stations
[Sent through **Investor Relations email** - 51 W. 52nd Street, New York, NY 10019]

Media: General release

Related News Story:

Child AbuseWatch Protests Pete Townshend as NFL Super Bowl entertainment
http://www.butlerreport.com/News/BRNews_NFL_TownshendSB.html