



January 27, 2010

[REDACTED]  
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[REDACTED]

**Re: Your support for a known sex offender for the Super Bowl half-time show.**

Dear [REDACTED],

On January 06, 2010 I wrote to you protesting your support in hiring Pete Townshend for the Super Bowl half-time show.

In my letter I explained the reason for our objection, that Townshend is a UK registered sex offender. I expressed our concern that 100 million Americans – men, women and children – will be entertained by said sex offender, who received his status for admitting to viewing and paying for viewing child pornography – images of children being raped by adults. Among the viewers will be millions of children who have been, and some who continue to be, abused.

In addition to my letter I sent you a full disclosure packet containing documented facts of the Townshend case that leaves no doubt as to the validity of his sex offender status. A copy was also sent to Roger Goodell at the NFL. Never-the-less, the NFL confirms that the half-time show featuring sex offender Pete Townshend will go on.

It is fair therefore to conclude that you and your company have made the following conscious decisions:

1. To support the hiring a known registered sex offender for the Super Bowl half time entertainment.
2. To do so in the face of receipt of full disclosure of the facts of the child pornography case in which Townshend admitted guilt as well as two months of warnings delivered through the media.
3. To expose your brand, your shareholders and, by extension, your consumer base to the ongoing consequences of supporting a sex offender, risking irreparable damage to your brand and image.

What it comes down to is that you wouldn't hire a known sex offender to mow your lawn; why then do you support hiring one for the Super Bowl?

A copy of this letter has been released to the national media who have been asking for an update along with a list of the other sponsors. You may see it on our website here:

[http://www.abusewatch.net/CAN\\_NFL\\_Townshend.php](http://www.abusewatch.net/CAN_NFL_Townshend.php)

On behalf of child advocates and the voiceless children we represent, I want to express my disappointment in your indifferent response to one of the most important issues to ever occur in and around the Super Bowl. I, and indeed Americans in general, would have expected more from an entity such as yours in light of international efforts to combat child abuse in all its forms.

There is never an excuse, justification or understanding of the actions of sex offender, particularly were child pornography is concerned. Your decision to continue sponsorship of Townshend in light of the information you have been given is abhorrent and shameful.

Sincerely yours,

**Evin M. Daly**

Founder, CEO

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**Child AbuseWatch**

One Child International Inc.

[www.1child.net](http://www.1child.net)

Delivered by email and International mail from our European office/Copy to Board