

January 21, 1998

Randy Turner, CEO
Safeguard Security
10951 Sorrento Valley Road
San Diego, CA 92121

Dear Mr. Turner:

Enclosed please find information about **The CONNECT Show**, a monthly television show focusing on issues that impact businesses, particularly technology companies in California and across the nation.

Stan Sewitch thought that you might be interested in sharing the underwriting of our April program on how the martial arts relate to business. This show will be a lot of fun and very different than anything else we've done in the past.

The format would be as follows:

In early April, we would tape you and Stan doing various karate moves. Then, in mid-April, we would tape a roundtable discussion with you, Stan, and two other executives. We would watch the karate moves on a monitor and then discuss how each move relates to a particular aspect of business. This would all be edited together into a program that would air for the first time on Monday, April 20 at 7 p.m. and 9 p.m. on UCSD-TV, which can be seen on Channel 35 over-the-air, Channel 18 on Southwestern Cable, and either Channel 58 and 76 on Cox Cable.

The benefits of underwriting include:

- Acknowledgment of your company for making The CONNECT Show possible at the beginning of the show. As the announcer says your name, the company logo fills the screen.
- Recognition at the end of the show with the announcer also briefly describing your company.
- Use of the tapes as a marketing tool by your company.
- Recognition in the San Diego Daily Transcript in a full-page ad that promotes the show.
- Recognition in CONNECT's Weekly Newsletter and on CONNECTNet, our home page on the World Wide Web.
- Participation on the program.

Your share of underwriting the program would be \$5,000. I will call you to answer any questions that you might have. Thank you for your consideration.

Sincerely,

Barbara Bry

tv.tur