DATE

March 2, 2000

TO

Peter Smith

FROM

Mark H. McCormack

RE

Williams' Deal in Japan

It is very important that I know the opinion of yourself and Haji on who did this contract.

MHM/pct Enclosure

MEMORANDUM



DATE:

February 25, 2000

TO:

Mark H. McCormack

FROM:

Robert D. Kain

RE:

Williams' Deal in Japan

It is clear from Peter Smith, Peter Johnson and Stephanie that TJ did the Williams' deal with Coca Cola's "Aquarius" product. If you read Matsuki's attached memo, it does state that Tokushima is seeking various opportunities with Coke, but it does not state that he did the Coke deal. I believe this is because he did not and TJ did. I'm sure Peter Smith is comfortable with this and is paying him a commission.

If you have any questions, please check with Peter Smith or Peter Johnson.

RDK/dlj



1-7-18 MOTOAKASAKA MINATO-KU, TOKYO 107-0051 JAPAN 813-3470-1612 FAX: 813-3470-6477

E-mail: fmatsuki@imgworld.com

TO:

Mark H. McCormack

FAX NO:

COMPANY/FIRM OR IMG OFFICE LOCATION:

IMG Cleveland

FROM: Fumiko Matsuki

DATE:

February 15, 2000

FOR DISTRIBUTION: NOT FOR DISTRIBUTION: TOTAL PAGES (INCL. THIS PAGE):

Re: Coca Cola

Tokushima is seeking various opportunities with Coca Cola through Masaoka. As you may already know, Coca Cola will use Serena and Venus Williams for their TV commercial of "Aquarius". Aquarius is a kind of sport drink like Pocari Sweat or Gatorade.

By the way, it seems that Coca Cola asked us a possibility to do their Aquarius campaign in association with the Wimbledon Championships. Their plain is to give some Wimbledon products to consumers who applied for lottery. As the first prize, Coca Cola asks/ticket availability. For example, if Coca Cola pays \$100,000 to the Club for this campaign, kan they use "Wimbledon" relating prizes and expect some Center Court or Number One Court/tickets, for example, to 20 people for one day, or 100 ground passes as an alternative. We know well that ticket matter is always the most difficult issue to ask the Club. Do you think there is no possibility for such arrangement under any circumstances?

Coca Cola is an official supplier and we believe it's only for Coke. Is there any conflict with other official drinks if we do Aquarius campaign in Japan with the Wimbledon image for one season? This Coca Cola's campaign plan is just an idea yet. Then we don't have any commitment and haven't negotiated any terms or conditions. But if this campaign is materialized, it will help to advertise the Wimbledon name nationwide.

Please advise your preliminary thoughts on feasibility of/such ticket arrangement and the Wimbledon products' association with the campaign as prizes.

We are looking forward to hearing from your advice at your earliest convenience.

Very best regards.

ALKED TO YOU ABOUT

Coke215.doc