



MEMORANDUM

DATE: October 4, 2000
TO: Mark H. McCormack
FROM: Stephanie Tolleson
RE: Williams and Diet Coke

You asked that I summarize our discussions with Diet Coke regarding Venus and Serena.

In the early Spring, Peter had a conversation with Steve Jones. We followed up with a meeting in Atlanta on May 4 with Chuck Fruit, Oscar Budejen (Director, International Sports Management), Kristi Baxter (Diet Coke Brand Manager), Peter and myself. We had a very good meeting and there were numerous follow up conversations. They were interested in the girls for their celebrity campaign which they were struggling with due to the SAG strike. We told them that we were looking for a longer, more comprehensive relationship, not just a one-off commercial. However, we did ask them to make us a proposal even if it was just for the commercial. At that time, Richard was contemplating a deal which would have provided the girls with an equity position with a new energy drink called SMASH so we were really pushing Coke for an offer.

In the end, we never got an offer from Diet Coke. They simply said they decided not to pursue a deal with the girls. If you can reopen these discussions, that would be great since the girls were quite excited about a relationship with Coke.

Thank you.

cc: Peter Johnson