



MEMORANDUM

DATE: November 1, 2000

TO: Mark H. McCormack

FROM: Peter Johnson

PJ

Williams

RE: Coca Cola

I spoke with Chuck Fruit this morning. He and Steve Jones are looking forward to seeing you next week.

There are a number of people at Coke who remain interested in the Williams sisters, but no one is willing to pull the trigger. Doug Daft is one of those people, but Chuck doubts he alone could dictate Coke signing Venus and Serena. As discussed, we have spoken many times with Steve, Chuck, and the Diet Coke people about the girls.

You will recall we have assigned Steve Moore to head up the Coke account for IMG. Steve was a Coke executive for many years and is very close with Steve Jones, who is Chuck's boss. Chuck told me this was a smart thing for us to do. It would be a good idea if you brought Steve Moore to your meeting.

It is Steve and Chuck's hope that Coke and IMG can form a much closer working relationship and do more business together. Chuck told me their relationship with CAA is very good and they would like to have a similar relationship with us.

Regards.

PJ/jb

cc: Bob Kain
Stephanie Tolleson