

National Headquarters  
SEARS TOWER  
CHICAGO, ILLINOIS 60684

June 21, 1982

Mr. Doug Pirnie  
International Management Group  
767 Fifth Avenue, Suite 601  
New York, NY 10153

Dear Doug:

We are very interested in being the sole outlet for ticket applications for the 1984 Summer Olympics. We offer advantages to the LA00C which we believe no one else can match.

We have 860 retail stores located in major metropolitan areas as well as medium-size cities. We have an additional 2700 catalog sales outlets and thus are represented in practically every town of any size in all 50 states. Ticket applications would be handled by qualified personnel from behind catalog sales or customer convenience desks in each of these more than 3500 outlets.

Our credit file, catalog file and mechanized service file contain an unduplicated index of 59 million American households--or almost 75% of the total households. Over 42 million of these have made at least one transaction with Sears in the past twelve months, and that doesn't include those households who shop our retail stores and always pay cash. We have no way of capturing that information.

We print and distribute a total of 330 million catalogs annually, reaching virtually every corner of the United States. We also print and distribute an additional 250 million direct mail retail circulars and send out 300 million promotional pieces with our credit statements.

We are prepared to do the following if we are selected as the sole distributor of ticket applications for the Olympics:

- . Print the application forms--format to be supplied by the LA00C.
- . Have them available in all 3500 plus outlets beginning whenever the LA00C directs and until instructed to remove them.
- . Use promotional in-store signing to announce the availability of ticket applications and provide manned locations to dispense them.

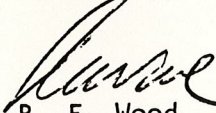
*FRED SMITH  
ANTHONY YOUNG  
- TICKETS -*

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- . Place an actual application in our 26 million general catalogs distributed annually, beginning with the Fall, 1983 edition, which mails in early June.
- . Advertise ticket availability in all of our sale catalogs beginning in June, 1983. We distribute 250 million of them annually, and a new one is mailed every 26 days on the average.
- . Advertise the availability of tickets in each of our credit billing statements (25 million monthly).
- . Advertise ticket availability in each of our monthly retail direct mail pieces (average circulation of 25 million).
- . Advertise ticket availability at least once a month in our newspaper inserts (average circulation of 52 million).
- . Arrange for the manufacture of a commemorative ticket for the Opening Ceremony. The purchaser would pay our cost plus a five dollar donation to the LA00C. We would advertise this item in many of the aforementioned media as well as in the stores, and would remit donations monthly to the LA00C.

We believe there is no other company in the United States which can offer a greater reach to the American people, or is in a better position to maximize exposure of the tickets and potential gain to the LA00C.

Sincerely,



R. E. Wood

REW:hk

# International Management Group

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767 Fifth Avenue • Suite 601 • New York, N.Y. 10153 • 212/832-4960

June 28, 1982

Mr. Harry L. Usher  
Executive Vice President, General Manager  
Los Angeles Olympic Organizing Committee  
Los Angeles, California 90084

Douglas D. Pirnie, Jr.  
Vice President, Consulting

Dear Harry:

As we have discussed, Sears, Roebuck and Co. is interested in serving as the official ticket distribution center for the 1984 Games.

Accordingly, and as you requested, attached is a copy of a letter sent to me by Robert E. Wood II, Sears Vice President, Advertising and Sales, for transmittal to you which outlines Sears' proposal in this regard. At our suggestion, a potential fund-raising concept for the LAOOC has been included as part of the proposal. If you have any questions, or would like additional information regarding the proposal, please let me know. I hope you and the LAOOC will respond favorably, and I look forward to hearing from you.

Best regards,

Douglas D. Pirnie, Jr.

DDP/je  
Attachment

Dictated, not read.

P.S. I recently received a supply of Olympic Countdown books for which I am most grateful.

cc: R.E. Wood  
R.E. Moore

bcc: H.R. Isaacson  
J.F. Curtis