



Merchandise Group

National Headquarters  
SEARS TOWER  
CHICAGO, ILLINOIS 60684

ROBERT E. WOOD II  
Vice President  
Advertising and Sales

February 17, 1983

Mr. G. Edward Smith  
Vice President/Spectator Services  
Los Angeles Olympic Organizing Committee  
Los Angeles, CA 90084

Dear Mr. Smith:

I received yesterday from your counsel by telecopy your Deal Point Memorandum pertaining to our functioning as the sole distributor of Olympic tickets outside Southern California. I also talked with Barry Sanders on the phone, and he assured me of your interest in proceeding.

I have reconsidered the situation and have concluded that we are no longer in a position to participate. Even with your target date set back to May 1st, we would be hard-pressed to get all the material printed by that time, particularly since we have still not seen the first layout for the brochure.

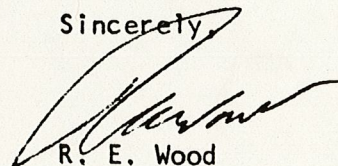
There is also the problem of the catalogs. Our Fall edition will be going to press in two weeks, and it is simply too late to reorganize it to include ticket ordering information, advertising of the application availability or pages containing Olympic mementos. As you will recall, we were not firm on the last point when we met in Chicago.

It also appears that your schedule for selling tickets would preclude our taking advantage of store traffic to any degree after the initial 60-day period. That time frame is also much further in advance of the actual games than we had envisioned when I made our first proposal.

I believe at this point you are best advised to handle ticket applications on a direct mail basis. You will be able to keep track of them much more accurately and can get the procedure started much more quickly.

I am sorry we will not be able to participate but wish you well in your efforts to run an outstanding 1984 Olympics.

Sincerely,



R. E. Wood

REW:rs

bcc: Rick Isaacson ✓