

Matt Griffin
Product Placement
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3OH!3 and Lil Wayne Music Video

To whom it may concern:

The band 3OH!3 and Lil Wayne will be searching for a place for the band's next video set in a food & entertainment establishment. The single "Don't Let Me Win," produced by Timbaland, is the perfect song for the atmosphere that Dave & Buster's has to offer, and we will surely see benefits.

Atlantic Records and Warner Bros Television Group will be making the video. If they can use one of our restaurants as a venue, we will not only get paid for their using the space, but also get free advertisement.

3OH!3 and Lil Wayne are perfect images for our teenage and young adult audiences. Lil Wayne is already a very popular rapper who does collaborations with many different artists of different musical genres. If their fans see they are enjoying themselves at one of our Dave & Buster's establishments, they may want to join in all the fun and excitement.

Since it is a music video, the video will be played multiple times. That way, every time someone watches this video, they will see Dave & Buster's too. Some college campuses have a separate cable channel that allows them to view music videos all day. Students can vote on which video they want to see via text messaging systems. The more they vote for this video, the more this video is shown.

We would certainly benefit from this in the long run. We have two popular artists, 3OH!3 and Lil Wayne. We will provide free media coverage provided by Atlantic Records and Warner Bros. Television Group; and we most importantly have our company's name and establishment within the video.

Matt Griffin,

Vice President