

Sent

January 5, 2000

Albert C. Oehrle
One East Airy Street
Norristown, PA 19404 0657

Dear Mr. Oehrle:

Re: Pacitti vs. Macy's

In response to your letters and materials of November 15, 1999, and December 9, 1999, let me state that I would be prepared to investigate and testify on the value of paid advertising and publicity, and other forms of visibility received by Macy's had Macy's fulfilled its agreement with Joanna Pacitti.

Enclosed are a more extended CV, a list of publications, and a list of recent consultations and testimony.

Please let me know if I can be of assistance.

Sincerely yours,

George Gerbner
234 Golf View Rd.
Ardmore, PA 19003

Albert C. Oehrle
One East Airy Street
Norristown, PA 19404 0657

Albert C. Oehrle
One East Airy Street
Norristown, PA 19404 0657