

Wilson, Shirley

From: secretary on behalf of boxofficereceipts
Sent: Wednesday, May 26, 2010 8:16 AM
To: Adriance, Riva; Benton, Steven B.; Berdansky, Rachel; Croessmann, Jane; Dietz, Phyllis; dmospeclimits; Forkkio, John A. Jr.; Gary, R. David; General Counsel; Goodwin, James; Gregory, Lois J.; Greska, Steve; Hardman, Harold; Leahy, Thomas M., Jr.; Markowitz, Nancy; Martinaitis, Gary J.; Murray, Martin G.; Nathan, Susan W.; Obie, Stephen J.; Price, Gregory; Radhakrishnan, Ananda; Ringle, Judith A; Sherrod, Stephen; Stawick, David; Stowe, Natise L.; Sudik, Gabrielle A.; Van Wagner, David; Wagner, Richard B.; Walek, Kevin P.; Warfield, Sauntia
Subject: FW: Domestic Box Office Receipts exchange: a useful way to manage risk for major brand owners

From: ZIA ZAMAN [mailto:zia.zaman@lge.com]
Sent: Tuesday, May 25, 2010 9:59 PM
To: secretary; boxofficereceipts
Subject: Domestic Box Office Receipts exchange: a useful way to manage risk for major brand owners

To Whom It May Concern:

As an executive of LG Electronics, I am responsible for Strategy as the Chief Strategy Officer in North America, based in NJ. We often invest in film tie-ins such as Iron Man 2. Our Treasury function is always looking for intelligent hedges for our positions. Since we invest a great deal in specific feature films many months before a film's release, it would be beneficial for us to be able to hedge by buying a "short" contract based on domestic box office receipts. An exchange would be a very useful tool to manage risk.



ZIA ZAMAN

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