

# ET Project



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2/3/89  
MCA INC. 100 UNIVERSAL CITY PLAZA, UNIVERSAL CITY, CALIFORNIA 91608, 818-777-1000

Executive Offices

February 1, 1989

Mr. Edward H. Weitzen  
President and Chief Executive  
Officer  
International Bank Note Co.  
230 Park Avenue  
New York, NY 10169

Dear Mr. Weitzen:

This is to acknowledge the vital role which your company's "E.T." hologram sticker played in protecting this largest video release in history from being counterfeited.

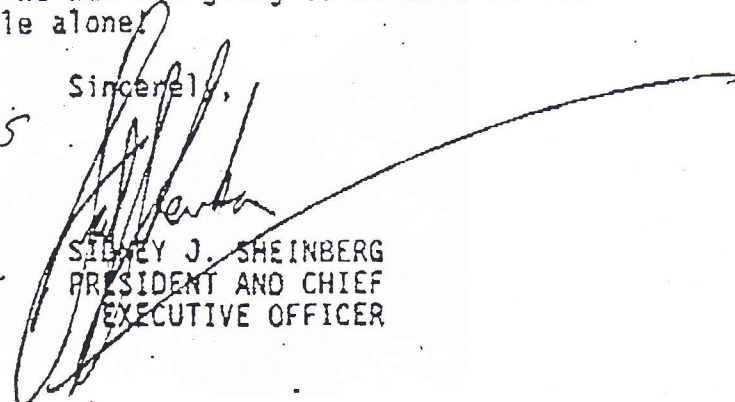
Happily, I advise you that we have recovered no actual counterfeit product from foreign markets, a result which has no recent parallel among "hit" titles in video.

The hologram was particularly effective in Japan, where public interest in this feature of the cassette was heightened by news coverage not only in the press but on three separate national television news programs.

We build and hope for the day when criminal trade is abandoned, but for now MCA will accept and applaud your hologram of Elliot on a bicycle with E.T. crossing in front of the moon, which intrigued the consumer and persuaded the counterfeiter that he was not going to be able to fool anyone and had better leave this title alone.

Copies to L. O'Boyle, G. Reis  
G. Karach  
Sharon McCormack

Sincerely,

  
SIDNEY J. SHEINBERG  
PRESIDENT AND CHIEF  
EXECUTIVE OFFICER