

Mar 30, 2008  
From: George Vanous  
To: Kay Sun

Hi Kay,

I would like to introduce you to Chadrick Baker, my partner and business developer specializing in new media distribution in North America.

Kay Sun is the head of A&R for EMI in Taiwan. She is looking for people to help promote Asian music and artists in the North American market. She also wants to meet strong and undiscovered ABC's (American born Chinese) singers, music producers, songwriters and super-cool sound mixing engineers!

I encourage you to introduce yourselves with a personal email describing your strengths, interests, and people you work with.

Warm regards,  
George Vanous

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Mar 31, 2008  
From: Chadrick Baker  
To: Kay Sun

Hello Kay,

Thanks for the introduction George.

Kay, I'm an expert in New Social Media. I've handled distribution for Online Social Networking Platforms for over six years now, before moving into Business Development.

Some of my past experience includes helping to develop Second Life, while working for Linden Lab, which is considered to be my greatest feat, as it's the world's most premiere Virtual World, guiding the internet from being 2D into an eventual 3D. I currently work as the VP of Business Development for Metaversatility, where we build stand alone social networking

applications for numerous clients, some of which are distribution companies. I also sit on the board of Directors for the Association of Virtual Worlds.

I've worked for one of the most widely renowned Content Development companies online, Phreak Media, whose product Phreak Radio became the largest listened to radio station online for some time, before they moved on to other endeavors. I firmly understand where the online space is taking society and it's access, in comparison to how it affects old Business Models, which can lead to Millions of dollars worth of losses and massive slumps in sales.

So what are we looking forward to in our relationship to EMI? Finding a solution to bridge the gap between the American and Asian market for mass distribution is possible. Recognizing that the old record label business model is being challenged by technology and it's users is something that has to be handled with care, and done over a period of time. However, the quicker new media is applied to distribution, the less financial loss EMI will take. Having a firm knowledge of the technology that can make this happen is key. I'd like to speak about how we can solve this problem, regain slumping sales, and fix distribution.

Best,  
Chadrick Baker