



DAVID BENJAMIN
SENIOR VICE PRESIDENT, ANTI-PIRACY

May 11, 2005

Re: Recommendation of social media entrepreneur DeSales Linton and insite

To Whom It May Concern:

It is my pleasure to highly recommend to you writer/director/progressive media entrepreneur DeSales Linton. In evaluating my recommendation, you may note:

I have spent over 25 years working with artistic and entrepreneurial legends in the music and visual entertainment industry, many of whom I met when they were, like DeSales, up-and-coming. I currently am Senior Vice President of Universal Music Group, the music division of the largest entertainment company in the world, Vivendi-Universal.

I began my career in the 1970's representing up-and-comers Bruce Springsteen and Paul Simon, and later became Associate General Counsel at CBS Records for the music visionary and President, Walter R. Yetnikoff. From 1983-1993, I was at the forefront of the fusion of music and video as Producer of Music Video Programming for NBC's version of MTV, Friday Night Videos. At FNV, I collaborated with some of the all-time great artists and their video directors, including Paul McCartney, Whitney Houston, Ozzy Osbourne and Stevie Wonder. I then represented multi-Grammy Award-winning R&B superstars Mary J. Blige and LL Cool J.

I have negotiated with the heads of every major record label, including Sony, Warner, BMG, Geffen, EMI and Dreamworks. I was a very early investor - after all the studios had passed - in the Oscar-winning feature documentary, *When We Were Kings*, about the life of Mohammed Ali.

I believe I have come to recognize the qualities necessary to become a successful artist and media entrepreneur. I can say without a doubt that DeSales Linton has that rare mix of unique creative vision, charismatic leadership skills, intellectual thoughtfulness and unrelenting will to become a major player in the global entertainment world.

I first came to know DeSales in 1999 when I saw her debut 30-minute NYU film, *kalin's prayer*. It was immediately clear to me that this was an exciting new talent. My first question to her was "What next?" Expecting something like "Make a feature", I was surprised to hear "Change the world." I must admit I was skeptical about the ambitious goals she had set for herself - a global media company with a socially progressive agenda driven by a new business model - even *with* her record as "giant killer" in athletics and civil rights litigation.

UNIVERSAL MUSIC GROUP
825 8TH AVENUE 20TH FLOOR NEW YORK NY 10019 TEL 212 333 1433 FAX 212 333 1450
CELL 917 653 5571
E-MAIL david.benjamin@umusic.com
www.umusic.com



Over the past 5 years, I've had the chance to see DeSales "in action" as we've taken meetings with young artists, artist management and other industry players, including an Oscar-winning producer who made the uncommon offer - on the spot - to produce *Rock the Planet* merely on the basis of a 5-minute DVD promo...and DeSales. I've also engaged in countless discussions, phone calls and emails with DeSales as she's traveled the world developing insite and its kick-off feature film event, *Rock the Planet*. My conclusion is this: if anyone can do this, she can.

My assessment is that DeSales combines old-fashioned commercial skills with the rare ability to spot and nurture talent before it has fully blossomed. From a creative perspective, she's proven to have a gifted eye and ear - *kalin's prayer* was one of the most successful films ever out of NYU, based on not only its story and acting, but on DeSales' unique visual and sonic style.

The global social vision of insite speaks to DeSales' other key talent - which in my mind separates the great creative executives from the good - the ability to catalyze a grassroots movement into a popular social trend. This is because DeSales herself embodies this movement. The artists she's discovered for *Rock the Planet* are not only talented and charismatic, but my initial thought was, "they are the future of MTV" - real, socially aware and global. I'm not alone: the senior music critic at Entertainment Weekly was so impressed by the singer DeSales cast as the film's lead, he offered to write her up in EW immediately after seeing her perform live. And *Rock the Planet* is a movie that means something - to music, to the arts, to society - at a time when everyone is searching for meaning.

It's also no secret that the entertainment industry is in the midst of a change, and I'm confident that insite is the company and *Rock the Planet* is the event to provide the tipping point. It's my bet that the major studios and record labels will want to be a part of *Rock the Planet*, and it will be up to DeSales to choose her suitor.

Finally, as a father of a teenage girl and boy, it is of personal interest to me that DeSales is focused on delivering entertainment that would make "cool" a socially responsible lifestyle. I have no doubt that what our kids see, hear and read in pop culture affects profoundly what they do, say and think. The "hip-hop revolution" has proved that undeniably. As the channels for media ever increase, so does the need for insite content. Content is still queen.

Indeed, with her social vision and the skills necessary to execute that vision, it's no exaggeration to say that DeSales is one of the rare breed that has the power to change the way we see this industry...and the world.

I look forward to "the insite generation".

Sincerely,

A handwritten signature in blue ink, appearing to read "David Benjamin". The signature is fluid and cursive, with a prominent loop at the end.

David Benjamin