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May 3, 2010

Construct Data Publishers a.s.
Sturova 4
811 02 Bratislava, Slovakia

Re: FAIR Guide/ EXPO Guide

To Whom It May Concern:

We are writing to you as legal counsel for the International Association of Amusement Parks and Attractions ("IAAPA") to demand that you and your company immediately cease and desist all improper solicitation of IAAPA exhibitors and members in connection with your business practices. It has come to our attention that your company, Construct Data Publishers a.s., has been engaged in the unauthorized solicitation of IAAPA exhibitors and members for registration in Construct Data Publishers' Fair Guide as well as for registration in Construct Data Publishers' Expo Guide. IAAPA is quite upset by Construct Data Publishers' continued unauthorized solicitation of IAAPA exhibitors and members, and believes that the materials being sent to IAAPA exhibitors and members is fraudulent.

IAAPA has received numerous complaints from members and exhibitors regarding the material sent from your company regarding the Fair Guide and Expo Guide. These communications and materials were calculated to lead to the deceptive impression that your company is in some way affiliated with, or authorized to solicit and register exhibitors and members' information on behalf of IAAPA or its exhibitors. We are currently considering Construct Data Publishers' conduct in light of applicable state and federal law, including but not limited to, the potential application of deceptive trade practices, fraud, tortious interference and other causes of action.

Additionally, although the information contained in the Construct Data Publishers' marketing communication appears to solicit information for free updated listing in a guide for fairs and exhibitions, the document is actually a three-year contract for the purchase of advertising space. Accordingly, Construct Data Publishers is using fraudulent tactics to deceive the public into entering unwanted contract obligations.

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Further, IAAPA's name, trademarks, and logo represent IAAPA's valuable intangible property. Accordingly, IAAPA does not permit use of the IAAPA name and /or marks without specific authorization. Laws have been enacted to protect the use of certain names, logos, trademarks, or slogans that may cause confusion in the marketplace. IAAPA has an established name and reputation that are identified exclusively with IAAPA and its nonprofit mission. As such, IAAPA takes very seriously its obligation to safeguard its members and protect membership information.

On behalf of IAAPA, we demand that Construct Data Publishers, its affiliates, officers, employees and agents, immediately cease and desist in any solicitation, offer, or other communication with exhibitors and members of IAAPA for registration in the Fair Guide and the Expo Guide. We further demand that Construct Data Publishers, its affiliates, officers, employees and agents immediately cease all unauthorized use of the IAAPA name and marks, and IAAPA member and/or exhibitor information. IAAPA has alerted the IAAPA membership and exhibitors about your company and the Fair Guide and the Expo Guide. Failure to comply with this request will cause IAAPA to pursue any and all legal remedies, including monetary and injunctive relief against Construct Data Publishers.

Please provide a written response to this letter within ten (10) days of receipt, which must include your assurance that all solicitation of IAAPA members and exhibitors has been halted and that you will not engage in such solicitation in the future. Failure to respond to this letter as requested may result in IAAPA taking legal action against Construct Data Publishers.

Best regards,

Jerald A. Jacobs