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June 4, 2010

Via Email & Federal Express

Mr. Richard S. Samson
The New York Times Company
Legal Department
620 Eighth Avenue
New York, NY 10018

Dear Mr. Samson:

We half-expected to hear from you. The other half thought you might have more important things to worry about.

When we saw the "catchy" phrase, we couldn't help but think you were referring to the launch of our Greater New York section -- the whole point of which is to cover New York beyond Wall Street.

After all, did you not have us in mind when you conceived the ad?

I won't belabor your legal claim. Our lawyers tell us that we were within our rights to use the tag line to compare our two offerings.

And are you seriously suggesting New Yorkers might be confused into thinking you were affiliated with or endorsing our New York section? We are not holding our breath for that to happen.

But don't be too concerned. We never intended to run the ad for long.

We think we've made our point. And to get a rise out of you is just a special bonus.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Jehn". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Jennifer Jehn

JJ:nt