

Todd Overton

From: Kelly Price [kelly@bbatlanta.com]
Sent: Wednesday, July 14, 2004 4:05 PM
To: Todd Overton
Subject: RE: Tailwind Corporation, LLC - Lance Armstrong

He is committed to race the Tour next year. That was part of the Discovery Channel deal.

-----Original Message-----

From: Todd Overton [mailto:todd.overton@scapromo.com]
Sent: Wednesday, July 14, 2004 4:59 PM
To: Kelly Price
Subject: RE: Tailwind Corporation, LLC - Lance Armstrong

Kelly,

Chris gave me a ballpark of 45% and said that could change depending on underwriter interest. Might be better to wait and see what his plans are for 2005.

Todd

-----Original Message-----

From: Kelly Price [mailto:kelly@bbatlanta.com]
Sent: Tuesday, July 13, 2004 12:09 PM
To: Todd Overton
Subject: RE: Tailwind Corporation, LLC - Lance Armstrong

Todd we are still not sure what kind of pricing they are willing to go with, but sugg 35-40%. 35% if he wins this yr and must win next yr, would include some kind of advertising for SCA. Does it make any sense to charge slightly more of 2005 if he loses this yr? What I am wrestling with the motivation he has for a win next yr irregardless of a win this year. If he loses what does he achieve winning next yr other than the win...the consecutive streak has been broken. If he does win this yr, does he strive to break his own record? What do you all think? Critical stage coming up on Friday.

Look forward to hearing from you.

-----Original Message-----

From: Todd Overton [mailto:todd.overton@scapromo.com]
Sent: Wednesday, July 07, 2004 10:09 AM
To: Kelly Price
Subject: RE: Tailwind Corporation, LLC - Lance Armstrong

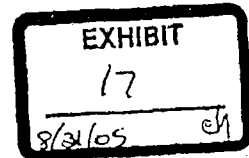
Kelly,

Sorry for the delay in getting back to you. Chris said he would be interested in Lance again for next year but was wondering if you had any idea what price they are looking for. Any thoughts?

Todd

-----Original Message-----

From: Kelly Price [mailto:kelly@bbatlanta.com]
Sent: Tuesday, June 29, 2004 8:29 AM
To: Todd Overton
Cc: Bob Hamman
Subject: Tailwind Corporation, LLC - Lance Armstrong



As requested attached is a copy of the original contract plus the addendum increasing the consecutive win bonuses. Please let me know if there is anything else you need.

I understand the odds are 50/50 that he will win this year.

They are obligated to provide bonuses coverage for 2005 as well. What do you think 1.5 miln wld run for a win next year, irregardless if he wins this year or not? Or do you think we need to wait until this one is over?