

From: Andrew Jennings <andrew-jennings@btconnect.com>
Date: Fri, 29 Jan 2010 01:20:16 +0000
To: <jaime.byrom@byrom.plc.uk>
Subject: Available seats

Dear Jaime Byrom:

I am a UK-based reporter writing a story about your MATCH Hospitality programme for this year's FIFA World Cup.

One of your agents has given me a copy of the 148-page PDF presented at your MATCH Hospitality Sales Agent Workshop on Zurich, January 11, 2010 and subsequently placed online.

I am preparing a story to be submitted to several newspapers by 18.00 UK time today Friday, January 29.

Please will you assist me with a query.

Between pages 30-39 are lists of available suites at all venues.

Take for example page 30, Soccer City Stadium:

In column 5, Sky Box B, are numbers, beginning with 2,792 for South Africa v Mexico. The next number, for Netherlands v Denmark is 4,403. And so on . . .

I am assured by my source that these numbers are for seats still available for sale at the date of your presentation.

Please will you confirm that this is correct information.
Alternatively, please will you explain what they do refer to.

I appreciate that these figures may well have changed in the ensuing days and weeks and I would be grateful for the most recent figures you have, if these can be supplied by my deadline. If not precise figures, the best manageable in the time would be appreciated.

Thank you in advance for your help. You will understand that readers world-wide are keen to have accurate information about all matters pertaining to the championship.

Yours faithfully,

Andrew Jennings

From: Peter Csanadi <peter.csanadi@match-hospitality.com>
Date: Fri, 29 Jan 2010 17:34:36 -0000
To: Andrew Jennings <andrew-jennings@btconnect.com>
Cc: Jaime Byrom <jaime.byrom@byrom.plc.uk>
Subject: your enquiry to Mr. Jaime Byrom

Dear Mr. Jennings,

Mr. Byrom asked me to get back to you regarding your enquiry to him.

To put the Sky Box hospitality sales for the 2010 FIFA World Cup South Africa™ Hospitality Programme in the right context, please note that for **2010** more than **twice** as many Sky Boxes are already sold comparing to the 2006 FIFA World Cup™, in the same time period.

Yours sincerely,

Peter A. Csanadi
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