

Exhibit C

From: Linzner, Joel [JLinzner@ea.com]
Sent: Friday, March 02, 2007 9:27 PM
To: Shaheen, Greg; pbattle@clc.com
Subject: FW: ESPN/EA Virtual Score Reporting

FYI.

Here is a good example of the double standard not making a whole lot of sense as TV and videogame worlds converge. TV broadcasters can use the names of the athletes to describe the game and in pregame analysis but when they try to preview the TV game using a videogame simulation as a prediction tool, they cannot mention athlete names.

jl

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

From: Edelstein, Jordan
Sent: Friday, March 02, 2007 1:20 PM
To: Linzner, Joel; Sitrin, Todd
Cc: Goedde, Tom
Subject: FW: ESPN/EA Virtual Score Reporting

Purely an FYI here, as I know you guys are working on the naming issue.

It definitely hurts us in terms of our exposure on ESPN -- it remains to be seen how much they'll do if they can't use names.

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

From: Davis, Peter [<mailto:pdavis@ncaa.org>]
Sent: Thursday, March 01, 2007 8:27 AM
To: Edelstein, Jordan
Cc: Austin, Erika; Haynes, Jim; Vaught, Tyler; Michiaels, Jeramy
Subject: FW: ESPN/EA Virtual Score Reporting

Jordan -

Per our conversation late last week, ESPN is cooperating with us to remove currently eligible student-athlete names from their virtual game reporting. We'll work to draw up a letter that will go to anyone else doing this same thing saying something along the lines of, "we're thrilled to have you showcasing our video game but please do it in XYZ way rather than utilizing the names of currently eligible student-athletes. Oh, and if you don't, we'll send you a cease and desist letter."

To go with that, we might be interested in working with you to deliver that message to any media (or other) outlets that are looking for your game simulation results. Kind of a "you can play, you just have to play by the rules" message.

I think we're in a good place. If you have any questions or concerns, give me a shout,

Peter R. Davis
NCAA
Director of Corporate Alliances
317/917-6964
317/966-6354 cell

pdavis@ncaa.org

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

From: Weitekamp, Greg
Sent: Thursday, March 01, 2007 10:44 AM
To: Davis, Peter; Michiaels, Jeramy
Subject: RE: ESPN/EA Virtual Score Reporting

ESPN is supposed to be changing this per my conversation with them on Tuesday and yesterday. Jeramy, please follow-up with Jeff and copy Carol Stiff to get a progress report.

Greg

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

From: Walters, Wendy
Sent: Thursday, March 01, 2007 8:51 AM
To: Haynes, Jim; Knopp, David; Austin, Erika; Davis, Peter
Subject: RE: Two issues that were forwarded.

Okay, ESPN is reporting the statistics of the virtual game with the names of current student-athletes. This would appear to be an improper use of the name and/or likeness of student-athletes.

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

From: Haynes, Jim
Sent: Wednesday, February 28, 2007 4:43 PM
To: Walters, Wendy; Knopp, David; Austin, Erika; Davis, Peter
Subject: Re: Two issues that were forwarded.

Wendy,

The simulation is a video game, then ESPN is taking the stats from the virtual game and adding the current student-athlete names.

Jim

James A. Haynes
NCAA
317-917-6529 ph
317-917-6807 fax

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

From: Walters, Wendy
To: Haynes, Jim
Sent: Wed Feb 28 16:35:47 2007
Subject: issues that were forwarded.

* Game Simulation: Is this truly a simulated game or are the recapping a game that occur. I am not sure that it makes a difference but wanted to make sure that I understand what is happening.

Wendy A. Walters
Director of Membership Services
NCAA
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