

November, 2009

Travel Industry Executives

Re: Unauthorized Ticket Resales for the 2010 FIFA World Cup South Africa™

Dear Sir or Madam:

Because you are in the travel industry and may have customers interested in travelling to attend games of the 2010 FIFA World Cup South Africa™, I am contacting you to convey some important information. Please review the information reflected in this letter, and feel free to contact me or my colleagues if you have any questions.

The 2010 FIFA World Cup South Africa™

The 2010 FIFA World Cup South Africa™ represents a defining moment in the history of the FIFA World Cup™. For the first time ever, football's greatest showpiece is being staged on the African continent. The excitement and drama of a FIFA World Cup™, together with the awesome natural beauty of South Africa, are irresistible magnets beckoning fans from every corner of the globe to the southern tip of Africa.

The Importance of Authorized Sales Channels for Game Tickets

Sadly, however, many unauthorised operators are exploiting the excitement and passion of the FIFA World Cup™ to lure unsuspecting customers to South Africa with promises of illegitimate game tickets and hospitality. The Fédération Internationale de Football Association ("FIFA"), which is the world governing body of football and owns all rights to the FIFA World Cup™, is committed to supporting all fans in their efforts to purchase tickets, travel packages and hospitality packages through safe and legitimate sources, and in doing so safeguarding the interests of all fans making this exciting football pilgrimage.

FIFA has approved a "Participating Tour Operator" programme for the 2010 FIFA World Cup South Africa™ (the "TOP"). Pursuant to the TOP, FIFA has appointed a number of reputable tour operators to distribute game ticket-inclusive tour packages. ***PTOs are the only tour operators who have a valid source of game tickets.*** Other companies offering game ticket inclusive packages do not have legitimate tickets.

In the UK, the following companies have been appointed as PTOs:

Thomas Cook Sport
Thomson Sport (UK)
Keith Prowse
BAC Sport Ltd
Emirates

PTOs are permitted to work with travel agents to distribute their packages. Travel agents should be wary of offers for game ticket-inclusive travel packages sourced from any company that is not listed above as a Participating Tour Operator. Participating Tour Operators can be identified by their use of an approved authenticating logo, a sample of which is reflected here:



All travel agents and their customers wishing to travel to South Africa should be aware of the importance of buying authentic tickets through authorized sources, sourcing ticket inclusive travel packages through PTOs which have been selected by FIFA, and buying FIFA-approved hospitality packages, especially given the often conflicting messages communicated by unauthorised operators. On behalf of FIFA, we therefore confirm that:

1. <http://www.fifa.com> is the only online source for legitimate tickets sold outside of a package. Paper ticket applications are also available in South Africa at FNB branches nationwide. Tickets sold through these channels are sold direct to individual fans, and those fans are NOT permitted to transfer them. No tour operator can claim to have access to tickets through FIFA via www.FIFA.com.
2. **Participating Tour Operators are the only entities authorized by FIFA to sell ticket inclusive travel packages for the 2010 FIFA World Cup South Africa.** An up to date list of Tour Operators participating in the TOP is available at www.touroperator.match-ag.com. Tour operators are permitted to sell to members of the general public, excluding corporate entities.

3. MATCH Hospitality is the only entity which can offer guaranteed game tickets coupled with stadium hospitality benefits. MATCH Hospitality has appointed sales agents. The sales agents in the United Kingdom are Sportsworld, Keith Prowse, Thomas Cook Sport, IMG and MATCH HOSPITALITY. Contact details can be located at www.FIFA.com. **All corporate customers are required to secure tickets through MATCH Hospitality or its agents.**
4. Unofficial ticket offerings are extremely likely to involve tickets which originate from unauthorised sources, resulting in the types of problems identified below.
5. Tickets which originate from unauthorised sources are not valid and may very well result in the bearer not being permitted entry into 2010 FIFA World Cup™ games.

Not every potential fan may be aware of the repercussions (not just to himself but to the wider activities of the tournament organisers) of purchasing tickets, ticket inclusive travel packages or hospitality packages from unauthorised sources. For this reason, FIFA encourages everyone to use official ticketing and hospitality channels, and to make responsible and informed choices.

Without the protections offered by authorised sources, fans run significant risks that the tickets they think they have purchased:

1. Do not exist;
2. Are offered in the hope (but not the guarantee) that the purported seller will be able to provide tickets at a later date;
3. Purported sellers who do offer “guaranteed” tickets simply mean they will give customers a refund of the amount paid for the tickets, but not all of the other costs incurred planning a trip to visit South Africa, and no compensation is available for the disappointed fan whose plans to attend the games are cancelled because the purported seller can’t deliver the tickets after all;
4. Are counterfeit;
5. Are already identified by FIFA as being offered through unauthorised channels and have been rendered invalid;
6. Are offered through unauthorised channels and are subsequently rendered invalid by FIFA;
7. Do not permit entry to the stadium on game days;
8. Are part of a group of tickets for which the seats in question are of a lower ticketing category than advertised or are in entirely different stadium location;
9. May be delivered too late;
10. May result in security breaches (such as, for example, breaches of policies intended to separate rival fans).

Operational Logistics

The logistics relating to the distribution and collection of tickets for the 2010 FIFA World Cup South Africa™ are unlike any other FIFA World Cup™ tournament. Due to operational requirements in South Africa, tickets sold to the general public will not be delivered by post in advance. Instead, tickets must be picked up by the ticket applicants at ticket collection points located in South Africa using the credit card used to purchase the tickets or a FNB Visa Official

Mascot Prepaid Card. Only legitimate applicants who purchased their tickets from an authorized source will be entitled to pick up tickets at the ticket collection points. Operational logistics do not accommodate unauthorized sales channels. Therefore, even if unauthorized resellers elect to disregard the rules that FIFA has established with regard to ticket distribution and take the risk that they can obtain tickets through an unauthorised and illegitimate source, and transfer the tickets to customers without authorization, there is a significant risk that unauthorized sellers will be unable to deliver the physical tickets to its customers.

Criminal Offenses

The South African Department of Trade and Industry issued a regulation (pending enactment) which criminalises the unauthorised commercial sale, transfer or disposal of tickets to the 2010 FIFA World Cup™. The regulation would make it a criminal offence not only to sell a ticket, but for anyone to use a ticket that has been sold in an unauthorized transaction. Further information is available online in the Authorized Sales Channels menu item at:

<http://www.fifa.com/worldcup/organisation/ticketing/authorisedticket.html>

If you have any questions regarding this matter, please do not hesitate to contact the Tour Operator Team at touoperatorinfo@match-ag.com or the MATCH Enforcement team at enforcement@match-ag.co.za.

Kind regards,

Yours sincerely,



John Parker