



BP Educational Consultation

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October 10, 2010

Byron Allen, Chairman & CEO
Entertainment Studios, Inc.
9903 Santa Monica Blvd., Suite 418
Beverly Hills, CA 90212

Dear Mr. Allen,

The American Athlete is a television program that goes one on one with the 'world's greatest sports superstars'. As each athlete shares their passion for their particular sport, careful use of leading questions allows the athletes to open up to the viewers sharing the personal triumphs, aspirations and words of advise. The program's motivational and inspirational message of each guest empowers audiences of all ages to pursue their dreams through high expectations both personally and professionally and a strong commitment to a sport.

Each segment of The American Athlete delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives. In one segment Serena Williams, professional tennis player, stated to the viewers, "I think it's really important to set goals. If you don't have goals and set them high, you don't have anything to strive for".

Based on my extensive experience as an educator and principal in public education, it is my sincere opinion that the series The American Athlete complies with the FCC Children's Television Rules by furthering the educational and informational needs of children 13 years of age and up.

Sincerely,



Barbara J. Pierce, MA Ed.
Educational Consultant