



Mr. Steven Hirsch
C/O Vivid Video



Dear Steven,

After reviewing last week's headlines in regards to the attorney who came forward inquiring about the possible sale of the Kimksuperstar.com for an unknown third party, we'd also like to throw our hat into the "virtual arena". We read last week that you'd entertain offers somewhere around the \$30 Million dollar range. While we don't discount for a minute the value of both Kim Kardashian and Ray-J's "brands", we have to respectfully disagree when it comes to the actual value of the DVD.

I don't have to tell you Mr. Hirsch that DVD's are a dying market, and there is only so much money to still be made with Video on Demand for hotel as well as online. That is how we came to the appraisal of the full rights of Kimksuperstar.com to be somewhere between the \$5-\$10 Million dollar range and would gladly like to start with an offer of \$5M.

As you know, Pornhub.com is the largest adult site on the planet, averaging over 12 million visitors a day. Our site is 100% FREE, and we already feature several different clips from your movie on our site. While the free clips we feature do get tons of eyeballs, the DVD is still, almost 5 yrs, old.

We recognize that both Ray J and Kim Kardashian are your partners on this property as well, and would like to start an open communication with all the parties at your earliest convenience.

Best Regards,

Corey Price

VP Marketing
Pornhub