

LAW OFFICES
DENNIS A. ROACH
A PROFESSIONAL CORPORATION
9200 SUNSET BOULEVARD, SUITE 525
LOS ANGELES, CALIFORNIA 90069
TELEPHONE [REDACTED] FAX [REDACTED]
[REDACTED]

November 29, 2010

VIA FEDEX AND EMAIL

William Claude Butler
Manager
The Revenue Resource Group, LLC
[REDACTED]
Fresno, California 93722
[REDACTED]

Jim Conrad
President
University National Bank
[REDACTED]
St. Paul, Minnesota 55103
[REDACTED]

Nikki Foster
Sunrise Community Banks
[REDACTED]
St. Paul, Minnesota 55103
[REDACTED]

Re: **Notice of Termination by Dash Dolls, LLC of Celebrity Endorsement Agreement with The Revenue Resource Group LLC**

Dear Mr. Butler, Mr. Conrad and Ms. Foster:

I am legal counsel to Dash Dolls, LLC, which entered into the Celebrity Endorsement Agreement with The Revenue Resource Group, LLC ("RRG") dated June 16, 2010 (the "Agreement"). In the Agreement, Dash Dolls granted RRG a limited license to use the names, photographs, likenesses and endorsements of Kim, Khloe and Kourtney Kardashian (the "Property") in connection with the marketing and sale of MasterCard prepaid debit cards in the name of the Kardashians (the "Product").

Based upon RRG's presentation regarding the Product, it was Dash Dolls understanding that the Product conformed to all necessary laws, rules and regulations. The terms disclosed to Dash Dolls in no way suggested or implied that the Product might violate any law, rule or regulation. But almost as soon as the Product launched, the Connecticut Attorney General announced on "Black Friday" (November 26) that his office has opened an investigation into whether the Product violates Connecticut's laws designed to protect consumers. In a publicly issued letter to University National Bank dated November 26, 2010, the Attorney General warned that "[t]hese egregious fees [for the Product] raise considerable

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ethical, and perhaps legal, questions under Connecticut's consumer laws. The new federal Dodd-Frank Act also prohibits 'abusive' financial products being sold to consumers."

The Kardashians have worked extremely long and hard to create a positive public persona that appeals to everyone, particularly young adults. They have been successful in doing so because they are recognized as honest, ethical, and fun-loving individuals who are kind and caring to others. Unfortunately, the negative spotlight turned on the Kardashians as a result of the Attorney General's comments and actions threatens everything for which they have worked.

Accordingly, Dash Dolls hereby terminates the Agreement in its entirety, effective immediately. As a result, the grant of rights set forth in section 1 of the Agreement is no longer effective, and the right and license to use the Property in connection with the Product is terminated, effective immediately. Thus, RRG and all persons and entities acting in concert with RRG, including without limitation, University National Bank, Sunrise Community Banks, Mobe, Inc., TransCard LLC, Mobile Resources Card, and MasterCard must immediately stop utilizing the names, photographs, likenesses and endorsements of the Kardashians in connection with the marketing and sale of the Product or otherwise. Under separate cover, Dash Dolls is returning to RRG the "Initial Deposit" paid to Dash Dolls pursuant to the Agreement.

This letter is not intended to and should not be construed as a complete statement of Dash Dolls' rights and remedies in connection with the Agreement, all of which are expressly reserved.

Sincerely,



Dennis A. Roach

DAR:td

Cc: Kris Jenner