

November 28, 2013

Sent VIA EMAIL

Sylvie van der Vaart

Dear Ms. van der Vaart,

We would like to discuss the possibility of retaining your services for a television commercial campaign for AshleyMadison.com to be recorded in Germany and aired worldwide. Due to your recent revelations concerning your private life in the magazine "Closer", we believe you would be a great fit with our brand as an expert on the importance of complete discretion when looking for this excitement and pleasure outside of one's relationship. We are open to discussing compensation in and around 100,000 EUR (one hundred thousand) in exchange for the following:

1. **TV Commercial:** Ms. van der Vaart shall film one (1) television commercial for the AshleyMadison.com brand of which AshleyMadison.com will retain all distribution rights for one (1) year worldwide.
The storyline of the commercial will be based on the following concept and involve Ms. van der Vaart wearing a shirt branded with AshleyMadison.com as well an actor dressed as an airline pilot: <http://media.ashleymadison.com/advertising/tv?page=1>
2. **Expenses:** AshleyMadison.com will cover all of Ms. van der Vaart's expenses related to her travel to or within Germany for the filming of the commercial.

We hope you are interested in exploring this opportunity with us. Thank you for your consideration and we look forward to hearing from you soon.

Very truly yours,

ASHLEY MADISON

By: 

Name: Noel Biderman
Title: CEO
