



November 16, 2009

Roger Goodell,
Executive Vice President and Chief Operating Officer
National Football League
280 Park Ave.
New York, NY 10017

Re: Objection to the use of Pete Townshend for Super Bowl XLIV Half Time Performance

Dear Mr. Goodell,

I am writing to ask that you do not use Pete Townshend of the WHO for the Super Bowl half time show. Let me explain why.

Super Bowl is one of the central family oriented shows in the United States. Pete Townshend was, until last year, listed as a Sexual Offender on the British *Violent and Sex Offender Register* (ViSOR).

Townshend was registered as a Sex Offender from 2003 - 2008, following a police investigation, for viewing online child pornography. Townshend admitted using his credit card to access child sexual abuse images, claiming that they were for 'research' for a book in 1999. The FBI lists 'research' as one of the more common excuses used by alleged pedophiles when caught.

Cleared of possession of child pornography he was ordered placed on the *British Violent and Sexual Offender Register* (Visor) for five years. He was admonished by child advocacy groups in

2006 for writing a graphic teen sex story on his blog which he retracted admitting it was "ill advised" to write. Had he been caught in the U.S. he would have been charged, convicted and would have been listed as a Sex Offender for life.

I have listed links to two articles (below) about Townshend below which provide more detail than a letter allows. I trust you will act in the best interests of your audience and advertisers in deciding to drop Townshend from the line-up.

I look forward to hearing from you.

Sincerely yours,

EVIN M DALY

Evin M. Daly
Founder, CEO
edaly@abusewatch.net
Child AbuseWatch
One Child International Inc.
www.1child.net

Articles:

See: Pete Townshend of the WHO and his child porn connection (080108)
<http://www.butlerreport.com/BREditorialChildPornandWHO.html>

Pete Townshend Should Not Be Given Kennedy Center Award (Dec 08)
http://www.abusewatch.net/Kennedy_Townshend.php

Delivered by email.

Copies to: Phil Guarascio, Lead Executive-Marketing and Sales,
Jeff Pash, Executive Vice President, Chief Administrative Officer, Counsel
Steve Bornstein, Executive Vice President-Media and President and CEO of NFL Network
Joe Browne, Executive Vice President of Communications and Public Affairs

CBS: Leslie Moonves, President and Chief Executive Officer, CBS Corporation
Peter Dunn, President, CBS Television Stations
[Sent through **Investor Relations email** - 51 W. 52nd Street, New York, NY 10019]