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R. SCOTT WEIDE  
REGISTERED PATENT ATTORNEY  
LICENSED IN CALIFORNIA & NEVADA

August 9, 2007

**VIA EMAIL AND CERTIFIED MAIL, RETURN RECEIPT**

Mr. Brent Turner, North American General Manager  
TracMe Beacons  
1100 Dexter Avenue North, Suite 100  
Seattle, WA 98109

Re: Use of Photo of Doug Ritter  
TracMe Website  
Our Reference No.: EQUIP.0008G

Dear Sirs:

We represent Doug Ritter and the Equipped to Survive Foundation. Mr. Ritter has brought to our attention that TracMe Beacons is utilizing his name and likeness (in photograph) at its website ([www.tracme.com](http://www.tracme.com)) in conjunction with the advertising, promotion and marketing of TracMe products.

Please be aware that the use of Mr. Ritter's name and likeness is not permitted and is in violation of the law. For example, the Nevada Revised Statutes provide that any commercial use of the name, photograph or likeness of a person requires their written consent. Mr. Ritter has not, and will not, provide such written consent. Violators of this "right of publicity" are subject to injunctive relief to prevent or restrain the unauthorized use, actual damages (but not less than \$750), and exemplary or punitive damages.

Mr. Ritter hereby demands that you remove, no later than Monday, August 13, 2007, the photograph of him, any other images or likenesses of him, and any references to his name, from your website or any other advertising or marketing materials. We appreciate your cooperation.

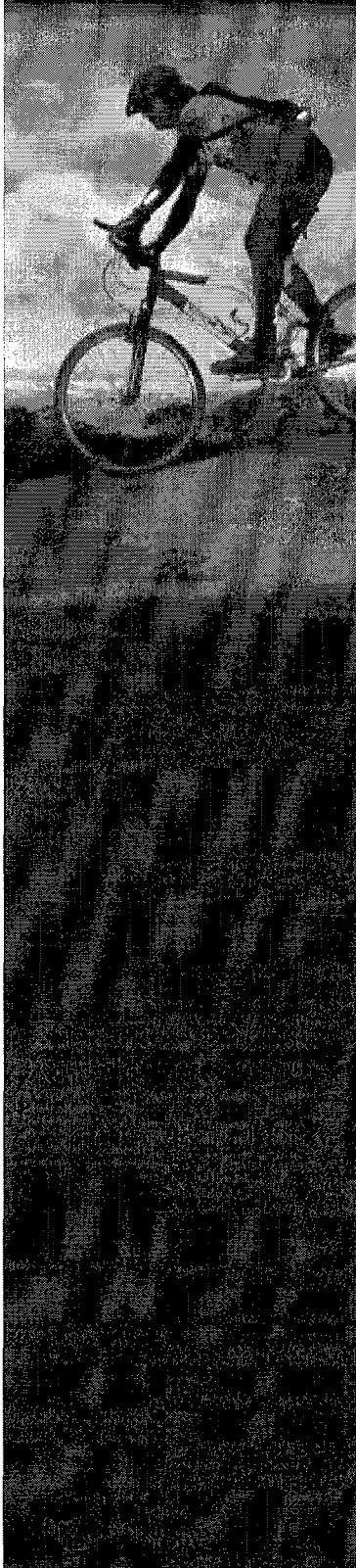
Very truly yours,

  
R. Scott Weide

Enclosure



[Click here to purchase a TracMe Personal Locator Beacon](#)



Phoenix Arizona, 2006. Doug Ritter, Editor of 'Equipped To Survive', meets with Tracme CEO Joe Rainczuk, following a demonstration of the Tracme Personal Locator Beacon. A successful trial exercise was undertaken to locate the beacon utilising inexpensive, off the shelf, hand-held direction finding equipment. Ritter confirmed huge potential for the beacon, depending upon retail pricing. The Tracme SAR field kit, comprising hand-held DF antenna, FRS trail radio and the Tracme training beacon is currently provided free of charge on a loan basis for SAR organisations to familiarise themselves with this new generation PLB technology. The SAR kit is also available for purchase from Tracme.

**News: July 23<sup>rd</sup> 2007**

- TracMe team outreach around the U.S. begins with the TracMe SAR Field Kit loan program launch May 31, 2007