



Cyma Zarghami PRESIDENT

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The Honorable Edward J. Markey
Chairman, Subcommittee on Telecommunications and the Internet, Committee on Energy and Commerce U.S. House of Representatives
2125 Rayburn House Office Building
Washington, D.C. 20515-6115

Dear Chairman Markey:

As a company that was conceived with the singular idea of serving and listening to kids of all ages and backgrounds, Nickelodeon has strived to always put the interest of kids first in all that we do. For the past several years, Nickelodeon has been in a continuous dialogue with our marketing partners, government organizations and advocacy groups about how we can collectively make progress against the growing trend of childhood obesity. To that end we committed \$30 million and 10 percent of our own air time, hired a nutrition consultant, promoted healthy lifestyle choices for kids and their families through content, pro-social and licensing initiatives, and entered into a long-range partnership with the Clinton Foundation and American Heart Association.

Knowing of your strong interest in this issue I wanted to make you aware that Nickelodeon will be adopting a policy in which the use of our licensed characters on food packaging will be limited to products that meet "better for you" criteria as established by marketing partners in accordance with governmental dietary guidelines.

We will continue to allow our licensed characters to be used on a limited number of occasional treats designed for special occasion/celebration purposes, including birthdays and holidays. These changes will become effective with all new agreements in January 2009.

Over the past three years we have consistently communicated to our food marketing partners the importance of evolving their messages and products to kids, and they have been incredibly responsive, whether it's changing their formulations of their products, depicting more active and healthy lifestyles in their advertising, or offering healthier alternatives using our characters. We are confident that with the continued focus of all stakeholders in this issue that we will continue to make progress going forward and help reduce the number of obese children and children at risk in this country.

Please feel free to call me if I can provide you with any additional information or if you have any questions.


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