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MUTEMATH

C/O Kevin Kookokey  
Warner Brothers Records  
3300 Warner Blvd.  
Burbank, CA 91505

September 23, 2010

Dear members of MUTEMATH:

I am writing on behalf of the Campaign for Tobacco-Free Kids, an advocacy organization that works to reduce tobacco use and its devastating consequences in the United States and around the world. We actively support tobacco control efforts in Indonesia and are deeply concerned that your band, MUTEMATH, is scheduled to perform at the Java Rockin'Land music festival taking place October 8-10 in Jakarta. The festival is being sponsored and promoted by the tobacco company Gudang Garam and its popular cigarette brand of the same name.

We urge MUTEMATH to demand that the festival organizers eliminate the tobacco sponsorship and any associated branding, and if they fail to do so to pull your band out of the festival. We also urge MUTEMATH to adopt a policy of not performing in any tobacco-sponsored events or engaging in any activities that promote tobacco products in the future. These actions would send a powerful message that MUTEMATH's band members are concerned about the health of the world's children and will not allow your band's name, talent and popularity to be used to market deadly and addictive products to children in Indonesia or anywhere else.

The tobacco industry has long used sponsorship of music concerts popular with young people to promote its products and tobacco use among youth. Tobacco brand sponsorship of sports and entertainment events has been banned in the United States and many other countries.

Indonesia has few laws to protect its youth from this type of egregious tobacco marketing and the tobacco industry aggressively promotes its deadly products with dreadful success. Tobacco use kills an estimated 200,000 Indonesians each year, and approximately 35 percent of the population smokes. At this rate, 1,644 Indonesians will die from tobacco-related illness during the three days of the Java Rockin'Land festival.

More than three-quarters of Indonesian smokers started before the age of 19. You undoubtedly have seen or heard about the video of the "smoking baby"—the disturbing images of an addicted Indonesian toddler puffing deeply on cigarettes that focused world attention on the tobacco problem in Indonesia.

By taking decisive steps to eliminate tobacco sponsorship of your upcoming performance, you will let your many fans know that you understand how harmful tobacco use truly is and that you refuse to be used by the tobacco industry. These actions would complement the charitable work you have done for the victims of the 2009 earthquake in Haiti, and with Oxfam International and the Save Darfur Coalition.

[WWW.TOBACCOFREEKIDS.ORG](http://WWW.TOBACCOFREEKIDS.ORG)

Other prominent musicians have recently eliminated tobacco sponsorship of their concerts after facing significant public and media outcry. In April 2010, Kelly Clarkson and the organizer of her Jakarta concert withdrew sponsorship by the *LA Lights* cigarette brand after coming under pressure from fans on her social networks, tobacco control advocates and international media. In July 2008, Alicia Keys asked Philip Morris International (PMI)/ Sampoerna to withdraw its sponsorship of her concert in Jakarta.

We urge you to follow the example of these talented musicians and remove tobacco sponsorship of your upcoming performance. We request that you and your representatives contact us about your intentions by Tuesday, September 28. Please contact Mark Hurley, our Director of Indonesia Programs.

Thank you for your attention to our concerns.

Sincerely,

A handwritten signature in black ink that reads "Matthew L. Myers". The script is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Mathew L. Myers  
President, Campaign for Tobacco-Free Kids

CC: Indonesian National Commission on Child Protection, Jakarta  
Southeast Asia Tobacco Control Alliance, Bangkok