

Mr. Cory Brennan
5B Artist Management
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Dear Mr. Cory Brennan,

Re: Wolfmother at Gudang Garam InterMusic Java Rockin' Land in Indonesia

It has come to our attention that *Wolfmother* will be performing at the *Gudang Garam InterMusic Java Rockin' Land Rock Festival* in Indonesia on October 10, 2010. The main sponsor of this event is *Gudang Garam*, the largest tobacco company in Indonesia, URL: <http://www.javarockingland.com/2010>. We are surprised that *Wolfmother* is endorsing a tobacco brand name. Tobacco sponsorship activities have been outlawed in Australia a long time ago and Australian bands stopped performing for cigarette brands. We are surprised that this Australian group is regressing from this position outside Australia and allowing itself to be associated with cigarette brands.

We urge you to advise *Wolfmother* to either remove their band from being promoted with tobacco or to reject Gudang Garam as the main sponsor of the Rock Festival event in Indonesia.

While Indonesia is among the last few countries in Asia to still allow tobacco sponsorship, there is precedent for international artists to stop their names from being associated with tobacco. In recent times, Kelly Clarkson and Alicia Keys (URLs - <http://www.foxnews.com/story/0,2933,393821,00.html> and <http://www.cbsnews.com/stories/2010/04/22/entertainment/main6421011.shtml>) have both spoken out against their concerts associated with cigarette brand names in Indonesia. While they both proceeded with their concerts as scheduled in Indonesia, they removed the tobacco promotions from being associated with their names.

We urge you to look into this matter as soon as possible and rectify it. We will be making appeals to the other artists as well. The world trend is towards tobacco-free entertainment and the public health community is closely monitoring this. The Southeast Asia Tobacco Control Alliance (SEATCA) is a regional organization that works to reduce the smoking epidemic in the South East Asia region and implement the World Health Organization - Framework Convention on Tobacco Control (WHO FCTC), a global treaty on tobacco control. We will be happy to provide you with further information.

We look forward to hearing from you. Thank you.

Sincerely,



Menchi G. Velasco (Ms.)
Tobacco Industry Surveillance and Monitoring Program Manager

PS:

School children are being offered discounted tickets to the said Rock Festival and it is unacceptable that cigarettes are being promoted to them via music

(<http://www.javarockingland.com/2010/readnews.php?pt=N%20e%20w%20s&nid=130>)

The latest news we received was that Wolfmother is perhaps pulling out of the Rock Festival altogether? However, there appears to be some confusion. A check on the Gudang Garam InterMusic Rockin' Land Rock Festival website still has the band listed as one of the performers.

(<http://www.javarockingland.com/2010/>)

Some clarification on the current status from you will be most helpful. We understand this is a difficult decision for the band, but not lending the band's popularity to promote tobacco, especially to minors goes a long way. Please convey our best wishes to Wolfmother.

Thank you,
SEATCA