



BP Educational Consultation

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October 10, 2010

Byron Allen, Chairman & CEO
Entertainment Studios, Inc.
9903 Santa Monica Blvd., Suite 418
Beverly Hills, CA 90212

Dear Mr. Allen,

Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates the animals to the viewer's lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals answer questions from pet lovers and share personal experiences. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest is entertaining and empowers audiences of all ages to pursue more information and education about everything pets.

Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

Based on my extensive experience as an educator and principal in public education, it is my sincere opinion that the series Pets.TV complies with the FCC Children's Television Rules by furthering the educational and informational needs of children 13 years of age and up.

Sincerely,



Barbara J. Pierce, MA Ed.
Educational Consultant