

October 14, 2009

Tom Garber
Third Wave Films
120 Newton Road
Hampton Bays, NY 11946

Dear Mr. Garber:

Thank you for submitting **Rum: The True American Spirit** to American Public Television. We have reviewed your proposal and found the content to be extremely engaging. Your proposed documentary, which shares the history of Colonial American development viewed through the lens of the global rum trade, should be well received by public television programmers. We would be very interested in offering the your program to public television stations, provided that the final production meets our high standards for editorial content, technical quality and production value.

As you know, public television programs in the United States are generally funded by corporate/for-profit entities, government agencies or non-profit foundations. Because public broadcasting is non-commercial, funders enjoy a sponsorship credit at the beginning and end of each episode in an uncluttered environment. To preserve the editorial integrity of your program, funders are not permitted to be involved in the editorial content or direction of the series. Please do keep us informed as to how your discussions are going, and let us know if there are any questions we can answer as to what benefits your funders can enjoy.

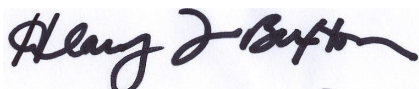
American Public Television is a major programming source and distribution system for U.S. public television stations. Distribution through the APT Exchange service would be ideal for a program such as this. Here are the facts about Exchange:

- With more than 3500 hours of programming available currently, APT identifies innovative programs and creative distribution techniques for producers. In four decades, we have established a tradition of providing public television stations with the choices that enable them to strengthen and customize their schedules.
- Exchange is the largest source of free programming available to U.S. public television stations.
- Exchange is one of the most effective marketing platforms for sponsors, providing maximum carriage potential and covering virtually every market in the country (350+ stations).

APT Exchange promotes its programs to stations nationally via our Web site, listings in our program catalog, highlights in our monthly newsletter and press materials for TV listings services, as well as providing all the tools stations need to promote our programs locally.

Distribution of any program by American Public Television is subject to our final approval, based on an evaluation of content, funding considerations, production values and technical standards. We look forward to **Rum: The True American Spirit** and want you to know we are supportive of your efforts. If we can be of any assistance or answer any questions for you or your sponsors, please don't hesitate to contact us.

Sincerely,



Hilary Finkel Buxton
Senior Manager, Programming & Scheduling

Cc: Chris Funkhouser, Vice President, Exchange Programming & Digital Services