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SCA PROMOTIONS, INV. 8300 Douglas Ave., Sulla 625 Dallas, Texas 16225 Switchboard: 888-866-3700 Fax: 214-866-3477

Jul-18-01, 12:10PM;

Date: Monday, July 16, 2001

To: Kathy Ruggiano, Swiss Re Frank Loranzo, Swiss Re

From: Alfreda MoMillan

Re: Disson, Furst & Partners (Tour de France Incentive Promotion)

Pages:

Attached is a completed Risk Allocation Form for the Contract #31122 and a copy of the contract.

4 page(s) including cover sheet

Pursuant to Bob Hamman's earlier correspondence with Frank, this promotion will be covered by Swiss Re at 97.5% with the remainder of the risk covered by SCA Group.

Upon your review and approval, please execute the attached and return it to my attention.

Should you have any question's or concerns, please do not hesitate to contact me for set and a thinloi

Thank you.

Alfreda

PLAINTIFF'S EXHIBIT M 2105

**CL Ex 20** 

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.Sent By: HP LaserJet 3100;

# SCA PRONOTIONS, INC. CONTINGENT PRIZE CONTRACT #31122

BPONSOR NAME:

Disson Funst & Partners

INTERMEDIARY: INTERMEDIARY ADDRESS:

TYPE OF PROMOTION: DATE(5) OF PROMOTION:

ESIX Entortainnent and Sports 1899 Powers Ferry Road Suite #375 Atlanta, JA 30339-5655 Cyclist Incentive Bonus Program July 1. 2001 - August 31, 2004

- 1. This contract is issued for the sole benefit of the Sponsor by BCA Promotions, Inc. ("BCA"), 8300 Douglas Avenue, Suite 826, Dallas, Texas 75225. BCA's liability is limited to the actual cost to Sponsor of the performance award(s). scheduled under this contract ("Performance Awari(a)") and payable to the Designated Cyolist Professional as described in the attached Exhibit A. SGA shall his on tability unless Sponsor and the Designated Cyolist Professional have complied with the terms of this contract. Such compliance by Sponsor and the Designated Cyolist Professional is a condition precedent to BCA's reimburgement of the performance award(s) scheduled in this contract. BCA has no liability becausier unless the Contract fee is received prior to commencement of the first scheduled
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- event of Sponsor's PCA Cyclict Incentive Sense Program. SCA is not a party to Sponsor's contrast with the Designated Cyclini Proteisioner nor is SCA involved in the conduct of Sponsor's PGA Cyclist Incentive Bonus Program. Sponsor's hall indemnify SCA for any claims against SCA initiated as a 3. result of Sponsor's implementation or conduct of said PGA Cyclist Incentive Bonus Program.
- Exhibit A Terms & Conditions attached hardo is en hitigral per of this contract. Sponsor is responsible for any performance swards payable under Bponsor's contract with the Designated Cyclist Professional which are not in compliance with or payable under the terms of this contract. 5.
- If the actual conditions of the Promotion differ in any way from those represented by Sponsor to SCA, this contract is null and void unless such changes have been approved in witting by SCA prior to commencement of the promotion.
- SCA is not a party to or involved in the conduct of the Fromotion and Sponsor shall indemnify SCA for any claims initiated 7. as a result of Sponsor's implementation or conduct of the Promotion.
- All copyright, trademark and other intellectual property rights currently owned by the Sponsor or SCA shall remain the property of the respective owner, with each party to this pontract giving due respect and notice to such ownership, and each party to the contract retaining all legal rights and enforcement powers inherent in the ownership of said intellectual property.
- Sponsor agrees that any dispute arising under this contract shall be resolved by binding arbitration pursuant to 9 the Texas General Arbitration Act. The site of such arbitration shall be Dallas, Texas
- 10. This contract, including exhibits and attachments, represents the entire final agreement between Sponsor and SCA, and supercedes any prior agreement, oral or written. Any medification herato must be in writing and signed by the parties.
- 11. This contract does not cover any loss, damage, cost claim or expense, whether preventative, remedial or otherwise, directly or indirectly arising out of or relating to: a) the delouiation comparison, differentiation, sequencing, or processing of data involving the data change to the year 2000, or any other data change, including leap year calculations, by any computer system, hardware, program or software and/or any microchip, integrated circuit or similar device in computer equipment or non-computer equipment, whether the property of Sponsor or not, or b) any change, attendion or modification involving the data change to the year 2000 or any other fate change, including leap year calculations, to any such computer system, hardware, program or software or any microchig, integrated circuit or similar device in computer equipment, whether the property of Sponsor or not. This clause applies regardless of any other cause or event that contributes concurrently or in any sequence to the loss, damage, cost, claim or expense.

SCA PROMOTIONS, INC.	DISSON FURST & PARTNERB				
BY:	BY:(Sponsor Represented	lve)			
TITLE:	TITLE:	· · · · · · · · · · · · · · · · · · ·			
Date Issued: January 9, 2001 at Dallas, Texas Sponsor Contact: Kelty Price SCA Contact: Todd Overton	DATE:				
SCA Tel. (214) 860-3700/ Fax (214) 880-3740		R17#)			
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Contract #31122

### EXHIBIT TERMS & CONDITIONS

## Contest Form #98.pg

SCA Promotions, Inc. agrees to reimburse Sponsor for the full amount of any Performance Awards scheduled bersunder and awarded to the Designated Cyclist Protessional pursuant to this agreement. Designated Cyclist Protessionals are eligible to receive Performance Awards If the conditions of the events scheduled herein and Sponsor's Cyclist Incentive Bonus Program comply with the terms and conditions of this contract.

sponsors precontract outres: a. Cover page and Exhibit A - Terms 5 Conditions (page 2) signed and returned to BCA; and Payment of contract foe to SCA. b

### 2.

- <u>aponeon's one locations and solve and the Event Category set forth in paragraph 3 below will be payable if the Designated Cyclist meets the objective with respect to such Performance Award as provided in paragraph 3 below.</u>
  - BCA Indemnifies Sponsor in respect of Sportsor's Rability to award such Performance Awards to the Designated
- Cycling Professional to the extent provided for in this contract. It is unique and an and that BCA's lightly, for reinhursement of Performance Awards is iterated to the events and amounts acheduled in paragraph 3 below. Performance Award(s) for additional events may be purchased, C. subject to prior agreement.
- đ.
- The Contract Fee is refundable to Sponsor only upon written notice of cancellation received by SCA prior to commencement of the first event scheduled inerrunder. In the event the Designated Cyclist Professional wins any Performance Award scheduled hersunder, SCA agrees to fully reimburse Sponeor for such Performance Award within thirty business days following the end of e. the event(s) for which the award is yon.

### SCHEDULE OF REHIDURGABLE PERFORMANCE AWARDS: Э,

DESIGNATED CYCLIST PROFESSIONAL	Lance Amstrong	
# of Events	Event Ceteogry 1" Place Win	Award
2001 & 2002 Tour De France	1" Place Win	\$1,500,000.
2001, 2002 & 2003 Tour De France	1 <sup>#</sup> Place Win	\$3,000,000
2001, 2002, 2003 & 2004 Tour De France	1 <sup>st</sup> Place Win	\$5,000,000,

Maximum Aggregate:

\$9,800,000.

HAVE READ THE TERMS & CONDITIONS OF THIS CONTRACT AND AGREE TO ABIDE BY EACH ITEM.

SIGNATURE. TITLE (Sponsor Representative) DATE \_