

# JAMAICA

Jamaica Tourist Board, 64 Knutsford Boulevard, Kingston 5, Jamaica, W.I. Tel: (876) 929-9200-19 Fax: (876) 929-9375

October 11, 2011

Jamaica Village 2012 Ltd.  
63-67 Knutsford Boulevard  
Kingston 5

**Attention: Mrs. Danielle Cameron Duncan**

Dear Sirs:

**Re: JAMAICA VILLAGE 2012**

I write to confirm our Agreement of Endorsement signed on January 25, 2010 and subsequent discussions concerning Jamaica Village 2012. The Jamaica Tourist Board is proud to support the premiere Jamaican event during this celebratory period which seeks to showcase the best of Brand Jamaica offerings.

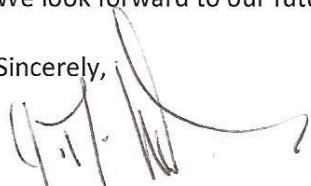
It is our understanding that:

1. The event **"Jamaica Village 2012"** will take place in London during the 2012 Olympic Games during the period August 3 - 12, 2012
2. The event will take place at Finsbury Park, London
3. The event will include live performances by Jamaican entertainers
4. The event will highlight the destination of Jamaica through a variety of mediums

Given our current agreement and the ongoing discussions, the Jamaica Tourist Board is pleased to confirm our full endorsement of this venture as the Jamaican Celebratory Event during this period.

We look forward to our future partnership in showcasing to the world the Best of Jamaica.

Sincerely,



**JOHN LYNCH**  
Director of Tourism and  
Chairman of the Board

c Mr. Jason Hall, Deputy Director - Attractions, Cruise & Events