



December 17, 2009

RE: GREAT EASTERN'S NARUTO, NARUTO SHIPPIDUN, BLEACH AND DEATH NOTE ACCESSORIES

To Whom It May Concern:

VIZ Media, LLC and/or its affiliated entities (collectively, "VIZ MEDIA") are the exclusive licensees of consumer products distributed in North America for the animated television properties NARUTO, NARUTO SHIPPUDEN, BLEACH and DEATH NOTE.

This letter is to inform you that GREAT EASTERN Entertainment Co. ("GREAT EASTERN") is an authorized U.S. licensee of VIZ MEDIA of accessory products using characters and trademarks of the animated television properties NARUTO, NARUTO SHIPPUDEN, BLEACH and DEATH NOTE. These accessory products include the categories identified in the attached Exhibit A.

On November 25, 2009, the Consumer Products Safety Commission issued a recall notice citing unauthorized and infringing pendants featuring symbols from NARUTO, BLEACH and DEATH NOTE ("Product Recall"). A copy of the Product Recall is available online at www.cpsc.gov/cpscpub/prereel/prhtml10/10049.html.

These recalled products were NOT from GREAT EASTERN but from an infringing company called TEAM WORK TRADING based in Los Angeles, California. GREAT EASTERN is in no way related to TEAM WORK TRADING or to the Product Recall, and TEAM WORK TRADING is not an authorized licensee of VIZ MEDIA.

For more information regarding the authorized GREAT EASTERN products listed in Exhibit A, please contact Dina Abd El Alim at (310) 638-5058, ext. 259 or support@geanimation.com.

Thank you for your attention.

Very truly yours,

A handwritten signature in black ink, appearing to read "Moneka Hewlett".

Moneka Hewlett
VIZ Media, LLC
Senior Director, Sales, Publishing and Home Entertainment