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Attention:

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PAUL S. BERRA ALLISON S. HARY

Douglas P. Jacobs, Esq.

Executive Vice President and General Counsel

Re:

Catherine Zeta-Jones/Atkins Diet

Our File No.: 2307-81

Dear Mr. Jacobs:

We are litigation counsel for Catherine Zeta-Jones.

It has come to Ms. Zeta-Jones' attention that her valuable name, likeness and persona have been improperly linked by the media to the world-renowned Atkins diet, and certain publications have falsely stated that my client has used and/or endorsed the Atkins diet. Please be advised that Ms. Zeta-Jones has never been on the Atkins diet, does not endorse the Atkins diet, either implicitly or explicitly, and has never authorized the use of her name, likeness or persona in any way to endorse or promote the Atkins diet, either commercially or otherwise.

According to publications around the world, the Atkins diet has been derided by nutritionists and other health care officials for decades. Indeed, within the past three months, numerous publications have reported that many doctors refer to the Atkins diet as "pseudo science," and blame the diet for an assortment of serious health problems and other negative side effects, including constipation, kidney problems, bone loss, decreased sex drive, and increased odds of getting particular types of cancer. At least one publication has reported that the Atkins diet was blamed for the heart failure and death of a 16-year old girl. By storing that Ms. Zeta-Jones uses and/or endorses the Atkins diet, these publications are falsely representing to the average reader, including many young women who look up to my client and admire her beautiful appearance, that Ms. Zeta-Jones would recommend this diet to any person looking to lose weight. Given the negative reports regarding the Atkins diet, whether they are true or not, any such false media report would cause significant damage to my client's reputation and undoubtedly would adversely affect her ability to attract endorsement deals, particularly with regard to health-related products. In essence, my client is being made to look as if she is more concerned about her outward appearance than she is with serious health concerns. Nothing could be further from the truth.

We are currently investigating how and when Ms. Zeta-Jones was originally linked to the Atkins diet, and we intend to pursue claims on her behalf against each and every publication who is responsible for the creation and initial growth of these false and damaging stories. We also intend to pursue claims against those publications and electronic media who disseminate or re-publish these injurious falsehoods, as well as those publications who present this story to its readers as fiction masquerading as fact.

If a person or entity approaches you with regard to a story linking my client in any way to the Atkins diet, regardless of whether that person or entity is attempting to commercially profit therefrom, or if you learn of a person or entity approaching other publications regarding this false "link," please contact me immediately by telephone (310) 556-3501, by e-mail (<u>ilavely@lavelysingcr.com</u>), and/or by facsimile (310) 556-3615. It is very important to my client that the public, and particularly her fans, not be further deceived by the false stories linking her to the Atkins diet.

Govern yourself accordingly and proceed at your peril.

This letter does not constitute a complete or exhaustive statement of all of my client's rights, claims, contentions or legal theories. Nothing stated herein is intended as nor should it be deemed to constitute a waiver or relinquishment of any of my client's rights or remedies, whether legal or equitable, all of which are hereby expressly reserved.

This is a confidential legal notice and is not for publication

Sincerely,

JOHN W. LAVELY TR

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cc: Ms. Catherine Zeta-Jones (via facsimile)

Mr. Dan Frattali (via facsimile)
Ms. Cece Yorke (via facsimile)

Samuel N. Fischer, Esq. (via facsimile)

Mr. George Freeman (via facsimile)

Paul S. Berra, Esq.

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