

**Daniel Atai,  
National Marketing Manager,  
Strathfield Car Radio,  
49 Parramatta Road.  
Concord NSW 2137.**

**Dear Daniel,**

**Re "She's A Mod" 2004**

**Damien has briefed me on the plan for your product and the World launch of "She's A Mod" incorporating the original track by my group Ray Columbus & The Invaders (circa 1964) and Dino Jag's fabulous Remix...with Blue Pie.**

**Thankyou for your support, I know there are huge marketing opportunities with the track as a CD single and in all digital media, ringtones, downloads etal. This promotion has the potential to lead the way in internet marketing... which is the future of the Record Industry.**

**The song was at the leading edge of music trends forty years ago, was New Zealand's first International NO.1 record...(in Australia for seven weeks)and now it will do the same in new media technology.**

**Thanks again for being part of this.**

**I look forward to the campaign.**

**The benefits for Strathfield, Blue Pie, Enzed Music, Dino and my group will be awesome.**

**I look forward to meeting you on my next visit to Sydney.**

**Kind regards**

**Ray Columbus OBE**

**31 August 2004**

