
BOOKWORKS

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15 August 2002

Carl
BetterDogfood.com

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Dear Carl

PERMISSION REQUEST: *In Company Pre-intermediate* Student Book's with accompanying Teacher's Book and CD/Cassette

Macmillan Publishers are preparing to publish the above the above mentioned books and CD's/cassette's. The Student's Book is being sold for £13.25 with a print run over a period of 3 years of 77,000 copies, the cassette will be sold for £18.00 with a print run of 2,900 copies and the CD will be sold for £18.00 with a print run of 2,210 copies these will be published in January 2003.

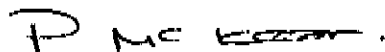
The Teacher's Book is basically the same as the Student's Book with the exception that it has interleaved pages giving teachers notes, the print run over a period of 3 years of 8,000 copies with a selling price of £13.85 and will be published in May 2003.

This is a business English course for non-native speakers of English. It will be used by professional adults learning English as a foreign language for business purposes. The course aims to develop language skills by focusing on activities, examples, texts and exercises drawn from the real world of modern business.

On behalf of the publisher I would like to request permission to reproduce the material detailed below.

The rights we require are non-exclusive World **excluding North America**, if you are unable to grant the rights and I have to apply elsewhere could you please let me know as soon as possible.

Yours faithfully



Paulette Mc Kean
Freelance Permission Consultant

MATERIAL TO BE USED IN: IN COMPANY PRE-INTERMEDIATE Students Books, with accompanying Teachers Book, CD and Cassette.

Extract and image from web-site - please see attached sheets as discussed on the phone.

In Company Pre-intermediate (Simon Clarke)

[unit title]1 Selling your company

[page 8]

[section heading]The company web page

1 You are surfing the Internet and you see the web page below. Find words which mean the same as the following:

a delivered electronically on the Internet (para 1) [answer rule]

b transported (para 1) [answer rule]

c expanding (para 2) [answer rule]

d shares in a company (para 3) [answer rule]

e without competition (para 4) [answer rule]

f original (para 5) [answer rule]

g running after (para 7) [answer rule]

h maintain (para 7) [answer rule]

[Realla: Web page. Text numbered every 5 lines. Include artwork of dog from web page, rights permitting]

BetterDogFood.COM is revolutionizing the pet food industry. Our business proposition is simple: We give you the dog and then sell you the dog food! The customer chooses a dog on our website and we download it directly from our state-of-art logistical centre. The dogs are shipped hungry so they want food!

Everybody likes dogs. Those people who don't like dogs probably like cats, so we are bringing a competitive advantage to a growing market that covers a range of products.

The company has a pioneering investment programme. 'You give us your dog and we give you stock!' In this way, we assure a loyal investor base as well as our supply of dogs.

We have an experienced management team with unrivalled experience and commitment. Team members have worked in 30 start-ups over the last two years, and all own dogs.

Rebecca Hargrave, President and Chief Creative Officer of BetterDogFood, is well known for her innovative designs and her love of the animal kingdom.

Carl Malamud is the Chairman/CEO/Founder of BetterDogFood.COM. His dog's name is Bob.

Spot is the cuddly, lovable mascot of BetterDogFood.COM. When he's not chasing cars, he is working like a dog on his personal web page. As a result, he's able to sit, stay, fetch, play dead, code HTML and optimise graphics.

Fortunately, we are able to use this unique combination of skills to sustain our competitive advantage.

[A/w: from BetterDogFood.Com website]

2 Order the words to form questions.

a company's the what's name ?

[handwriting font]What's the company's name ?

b exactly they do what do

[long rule]?

c their is market what

[long rule]?

d make they money do how

[long rule]?

e behind people company the who are the

[long rule]?

f experience previous they what do have

[long rule]?

g of competition what is kind there

[long rule]?

h their advantage what's competitive

[long rule]?

3 Answer the questions in 2 with information about BetterDogFood.Com.

Home | About | Storefront | Investor | Media | Contact Us

Legal








Greetings, pet lovers,
and welcome to our
elevator speech!

"We give you the
dog and then sell
you the dog food!"



The BetterDogFood.COM Portal. A Family of Sites Targeted At You and Your Better Dog.

-  **The Company** Learn more about our mission and our insatiable quest for IPO (NASDAQ: WOOF). A rich heritage and commitment to quality coming soon!
-  **MyBetterDog** Now you can get your OwnBetterDog, 100% compatible with BetterDogFood.COM products and our corporate objectives.
-  **Our Storefront** You've downloaded your dog...now all you need is our BetterDogFood! Visit our virtual storefront today.
-  **DoggieRing** Our Marketing gurus figured out how we could capitalize on the latest Web fad. It's called **Doggieblogs**, and all the Big Dogs are doing it!
-  **Meet Spot!** Our mascot, Spot, cares so much about our customers that he set up a web page! Beats the hell out of a yippy little sock puppet.

[[The Company](#) | [Investor Relations](#) | [Storefront](#) | [DoggieRing](#) | [eSpot](#) | [Download](#)]



<http://www.betterdogfood.com/>

15/08/2002